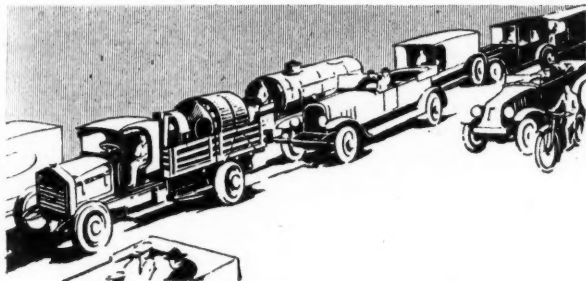


PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CIV, No. 8 NEW YORK, AUGUST 22, 1918 10c A COPY



A TIRE *for* EVERY NEED

—and for every locality in the country an individual advertising plan of campaign. The *tires* are made by the United States Rubber Company, the campaigns are the joint work of Rubber Headquarters and Advertising Headquarters.

That "United States Tires are Good Tires" is being accepted everywhere, not because of the reiteration of the phrase which the Company originated years ago, but because the Tires have stood and are standing all tests.

There are five different kinds for passenger cars; two for trucks; and others for bicycles, motorcycles and airplanes—the only complete line of tires produced by any manufacturer.

Ayer service covers not only every detail in formulating and executing advertising plans for United States Tires, but extends to scores of other products of this wonderful Rubber System.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.



More than 12,000 important concerns have bought recent editions of this Register, and refer to it to find sources of supply as instinctively as they look at the clock for the time of day. They all wanted it, ordered it and paid for it.

Not an advertising scheme of free distribution.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year.

Thomas Publishing Company, 129-135 Lafayette St., New York City

BOSTON
Allston Sq.

CHICAGO
20 W. Jackson Blvd.

SAN FRANCISCO
311 California St.

LONDON
24 Railway Approach

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N.Y., POST OFFICE, JUNE 29, 1893

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NEW YORK, AUGUST 22, 1918

No. 8

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Advertising and Service So Intertwined with Business That War Cannot "Unscramble" Them

By John Allen Murphy

IN his admirable book, "The Life of the Bee," Maurice Maeterlinck tells how the working bees put the drones to death. The males, "indelicate and wasteful, sleek and corpulent, fully content with their idle existence, feast and carouse, throng the alleys, obstruct the passages and hinder the work."

The workers contemptuously tolerate the idlers for a time, but eventually losing all patience with them, suspend all peaceful labor and organize to execute the parasites.

Normally human society is more tolerant of waste, idleness and inefficiency than is bee society. We patiently allow the passages of distribution to be obstructed and the work of production to be hindered by all sorts of encumbrances. The war, however, has made us less indulgent of the shortcomings of our society. It has made us realize that a true democracy can harbor no drones. Every one must do his part.

As a result we are now demanding of individuals, of institutions, even of methods, that they justify their existence. In particular has business been called on to give an account of itself. Every last detail of it is being subjected to public scrutiny. Especially critical is the examination that is being given to the so-called luxurious appendages of business, to what we have been pleased to call service. In many quarters,

especially in some Governmental bodies, there has been a disposition to view service in war time as not only unnecessary, but as a drone that "throngs the alleys" of our national safety.

But service cannot be so easily indicted. In the first place, what is service? Is it the mere furbelow that so many persons imagine or is it something more substantial? Few words have been so grossly misused or have been hawked about so promiscuously. It is tossed so flippantly from every tongue that it has lost much of its original significance.

The man who goes into a store to buy a cigar and is not waited on promptly will often tap on the counter and impatiently yell out "Service, please." The person who has to stand up in a street car complains of the poor service. The woman who does not get her groceries at the time the dealer promised them blames it on his service. In a word, nearly every time that people are displeased with anything, they attribute their dissatisfaction to poor service. So general is this that service seems to be the all-pervading fact in business.

And it is. Service is the leaven of business. It is the quality that has pushed business up from its own inertness and made it grow and prosper. Business and service cannot be divorced. They are so intertwined that to separate them would be like undertaking the

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Where service is genuine and where it is sincerely rendered it is no trouble to justify it. There is, however, much service that is unnecessary and that is tagged on to business as a talking point. It is this sort of thing that has confused people as to what service means. The hard-pressed salesman will vaguely plead "service" as the reason his goods should be bought. If asked for a definition of this mysterious service which he offers so generously, he will be unable to give it. "Why service is service," he will reply. "It is treating you white." If told that all good houses do that he is stumped. In other words, he is trying to claim for his company exclusively some intangible quality that is common to all well-conducted businesses. Such tactics have brought the word "service" into disrepute in many places.

SERVICE THAT CAN BE DISPENSED WITH

A type of service that has been criticised, and with much justice, is that kind that does not increase the buyer's satisfaction with a product, but is given as an extra inducement to get his business. This swells the cost of selling and really accomplishes nothing. Many of the department stores have vied with one another in giving this kind of service. Much of it can be dispensed with very nicely for the duration of the war. In fact, a great deal of it has already been eliminated. In many cases the public did not even know that extra service was being given to it. A story is told about a hotel in the Southwest that, in order to give an additional touch to its linen service, has been putting four pillows on its beds. Recently it became necessary for this hostelry to economize on its laundry. Its first step was to provide the beds with only two pillows. The hotel expected to have some of its guests complain about the curtailment, but not a word was heard. Evidently the patrons of the place had not been attach-

ing any value to the extra pillows. A great deal of superfluous service of this kind has found its way into every department of business.

However, these frills should not be confused with real service, whose object is to make the buyer more satisfied with his purchase. Without the service that goes with it, the merchandise itself may be of little value. This is not hard to understand. American business is founded largely on new inventions and on other new products that are being manufactured for the increased comfort and convenience of the people. Letting people know of the existence of these articles and telling them how to use them is distinctly a service job. Many large advertising campaigns are founded on this very principle.

A number of manufacturers do not sell their merchandise. They sell an idea, a process that will accomplish so and so, or a device that will render some certain service. Hence the seller is not finished with the transaction as soon as his product is delivered and paid for. He must see that his product performs the function for which it is intended. It must make good on the "idea" that was sold in the first place. The Sharples Specialty Company, for example, says that it is not its business "to sell machines, but to perfect methods." It is this comparatively new idea that has been introduced into business, of selling a principle rather than inert merchandise, that has made service so fundamentally necessary.

WHY A MAN BUYS A WATCH

A man wants to be able to tell the time accurately. For that purpose he buys a watch. He is not primarily interested in the metals, springs and glass that make up the instrument. His chief concern is that it renders him the service that prompted him to purchase it in the first place. He expects that service during the life of the watch. Whether the service comes from the manufacturer or the retailer or whether or not he has to pay for repairs is immaterial. The

Effective Co-operation

will be the outcome of the big thought that is now in the minds of those who unconsciously are viewing the large future of newspaper advertising rather than its immediate present. It is the making of constructive dreams come true that is most interesting in business or other endeavor. Before we are ready for effective co-operation we must carefully prepare the soil for the seed which we will plant. Both newspaper and agent must be brought to more fully appreciate their mutual interests and responsibilities for the results from the advertiser's investment.

The newspaper solicitor must be encouraged to temporarily forego deeds of achievement in the mere sale of space, and he must be made to devote his energies and efforts to co-operating with advertising agents and advertising managers, to make advertising more productive.

Advertising agents must learn that in order to get the whole-hearted support of the newspapers in serving the advertiser's interests, they in turn must give to the newspapers that consideration and treatment which their merits not only warrant but absolutely demand now more than ever.

Must Co-operate With the Agents

Big increased volume of advertising is in prospect everywhere. We newspaper men are seldom equipped to successfully go beyond the development of a local account, and even then are not rigged to continuously handle it successfully. By recognizing responsible and competent local agency and service men to the extent of paying commissions on new local business we will be bringing to our help new and forceful machinery for the stimulation of new regular business. With newspapers in all the leading cities thus co-operating in the development of new local business, which in time will grow into general accounts, there will be produced a larger volume of profitable, resultful business for all.

JASON ROGERS,
Publisher New York Globe.

New York, Aug. 1, 1918.

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We might similarly analyze many other products. One of the Eastman Kodak Company's problems is to keep owners using their Kodaks. The company's advertising is partly aimed at them and is designed to keep up their enthusiasm. If owners were allowed to let their Kodaks gather dust in some forgotten corner the company would be remiss in giving service to its patrons.

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The phonograph manufacturers also must keep people sufficiently interested in their instruments to use them occasionally and to keep on buying more records. If the owner of a product is permitted to grow lukewarm toward it he will not be getting the service out of it to which he is entitled. The manufacturer must keep him "sold." This can only be done through advertising. Hence advertising itself is a great instrumentality of service.

In trying to arrive at a definition of service I asked a number of well known advertising men to help me out. The subject is so many-sided and the term such a broad one that the only way my informants could classify it was to relate incidents which gave their idea of what real service is.

Here are a few selected at random from the many stories I heard. They typify phases of service that are so fundamental that they are as necessary during war as at any other time:

There is a large diamond importer in New York that never lets an old and tried customer get into financial trouble. Time after time he has gone to the rescue of some jeweler who was being pressed to the wall by his creditors. In almost every case this kindly old importer will guarantee some of the debtor's accounts, pay off a few of the dangerous ones and then he will help the distressed dealer to get on his feet again by letting him have a quan-

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That is real service. Enabling a dealer to stay in business and to become a prosperous member of the community when he would have failed is the kind of service that society cannot dispense with. In war time it is even more necessary, as the financial burdens of the dealer are all the greater.

A picture salesman, after spreading out his line of samples in the hotel sample room, approached his best prospect in the town. "Nothing doing, Jones," bellowed the said prospect when the salesman asked him to look at the line. "You picture fellows aren't any better than a gold-brick peddler. Several months ago one of your fraternity stuck me for \$200 worth of chromos, and I haven't been able to budget them since with a crowbar. There's about as much demand for pictures in this town as there is for ice-cream freezers at the North Pole."

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(Continued on page 101)

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New York	Michigan
Pennsylvania	Wisconsin
Ohio	Minnesota
Indiana	Iowa
Illinois	Missouri
Nebraska	Kansas
Texas	

These States constitute the very heart of the richest farming section in the United States.

For percentage of circulation concentrated in this most desirable section of the Country no woman's paper, so far as we know, exceeds that of The **AMERICAN WOMAN**.

THE
AMERICAN WOMAN
Circulation 500,000 Guaranteed

Applicant for Membership in A. B. C.

Western Advertising Office
W. H. McCURDY, Mgr.
327 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office
W. M. F. HARING, Mgr.
Flatiron Building, New York

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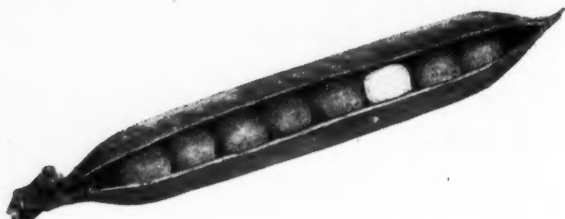
For percentage of circulation concentrated in this most desirable section of the Country no woman's paper, so far as we know, exceeds that of The **AMERICAN WOMAN**.

THE
AMERICAN WOMAN
Circulation 500,000 Guaranteed

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Flatiron Building, New York



Like the One White Pea in a Pod—

THOUGH on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest like the one white pea in a pod.

Not by any superficial differences in your advertising, nor by the magnifying of trivial points, can this be done. No "stunts" of type, art work, or plate making will accomplish it.

But somewhere in your business there is a story that can be dramatized to give you a genuine individuality.

It may be a story of new uses that can be discovered for your product, as the "Skin You Love to Touch" treatments that individualized Woodbury's Facial Soap.

It may be a story developed through a carefully built-up "atmosphere," as that of "Yuban, the Private Coffee of the Greatest Coffee Merchants."

It may be a story of scientific fact discovered through research into the chemical basis of your

product, as was the famous sediment test of "Veedol, the Lubricant that Resists Heat."

Somewhere in your product, or in your business, there is a "difference," an idea that can be developed into a story so big, so vital, and so compelling to your public as to isolate your product from its competitors, and make your public think of it as distinctly a different kind of product.

Only by the development and dramatizing of such a story, only by the discovery of a big idea around which every promotion effort can be made to circle, can you gain real distinction for your product.

Without it your advertising is dependent upon volume and brute force alone. With it you have every advantage of a distinctive and favorable personality—a practical monopoly, as valuable as a patent. Every unit of your advertising becomes increasingly effective as it adds to the establishment of this central idea.

The telling of such a story should begin, if possible, with the name of the product itself. Certainly it should be expressed in the package, the container, and every other physical accompaniment of the product. Every detail of the printed message and of its form should be fitted to its telling.

For the products named above, and many others, we have had the pleasure of helping to develop the idea that has made each the one white pea in a pod. We shall be glad of an opportunity to tell you more about it at any of our offices in New York, Boston, Chicago, Detroit or Cincinnati.

J WALTER THOMPSON COMPANY

New York

Chicago • Boston • Detroit • Cincinnati

Save Words and Say More

French Proverb, "To Be Dull Is to Say It All," Points a Moral When Paper Must Be Saved

By Frank Irving Fletcher

A PASTOR, meeting one of his flock who was intoxicated, said: "John, you are drunk." And John said: "If I'm not I've been swindled." A lot of us advertising men figure copy on the same lines. We contemplate how much we have written and overlook how little we have said. We measure our efforts by their length rather than by their strength and mistake a spectacle of language for a display of sense.

What we want to remember is that words may be used either to conceal an idea or to reveal it, to embalm it or evolve it, to cremate it or create it, to bury it or give it birth. Don't forget that you don't have to write volumes to speak volumes. It only takes three words to tell a man to go to hell. So it ought not to take more than a couple of paragraphs to sell him a suit of clothes.

Now there are two ways in which brevity may be achieved. One is by economy of language; that is, saying what we have to say lucidly and quickly. The other, and more important, because least observed, is by economy of ideas; that is, putting over one idea at a time. Sell one idea right and a man will take many subsidiary ideas for granted. Your own business furnishes an excellent illustration of this. For example, when you sell a man a suit of clothes, all you really sell him is the coat. He buys the pants and vest as a matter of course. And while we are on the subject it may be interesting to inquire why trousers should receive only secondary consideration when they are of primary importance. They are worn longer, they go on first, they come off last, and they are the only part of a man's apparel

which cannot be safely removed in public.

The answer is, they are a settled institution whose lines are fixed and least susceptible to change. The most important part about a pair of trousers is to put them on, but a coat is something in which a man can express his individuality and exercise more jurisdiction over his lines. And from this we may adduce that while the obvious and the commonplace have their proper place in advertising, the surest and quickest way to stimulate public interest is to develop new ideas instead of wasting time on things that are taken for granted.

IT'S THE SHORT PHRASES THAT ARE REMEMBERED

Therefore, cut it short. In urging economy of language, I do not mean that every clothing advertisement should be twenty-five or fifty or seventy-five or even one hundred words in length. But I do mean that the spirit of brevity should be dominant in all we do. We need the brevity of the poster and the political phrase. When Roosevelt said, "My hat is in the ring," it went around the world. And so did the German statesman's unfortunate reference to a scrap of paper. And so did the French challenge that rang out from the forts of Verdun, "They shall not pass!"

There never was a time when brevity and clarity, felicity and strength in advertising copy was so necessary or so valuable as now. Who are we to interrupt the mighty activities of the world with a five-minute declamation on a suit of clothes? I tell you and I tell myself time and time again—cut it short and get through.

There is a French proverb which says the surest way to be dull is to say it all. And a drunk

An address before the National Association of Retail Clothiers, New York, August 15, 1918.



It's a Wise Thing to Read the ads

said Dad to me on one of those little talks we have about a lot of things. And I agreed with him for I get new ideas about what to wear and make and eat from advertisements I read. And, says Dad:—

Billy, advertisements are as interesting as news and I'm glad you like to follow them. That's why you got the right angle on those clothes we bought, and the tires and the things for the house you and Mother picked out. That's the way to be keen and learn a lot that's worth while.

Father added:—Billy, I am glad too, to see you read those Advertising Talks to boys in *The American Boy*. Those talks will make you a bigger, broader and a wiser business man. You keep up the good work and be a regular fellow who's alive to what's going on in the world.

And, I told Dad how the boys at our school read the advertisements in *The American Boy* each month and talked to their mothers and fathers about things they see there and are interested in.

It's great sport to have Mother or Dad say, Billy, what's your opinion about this electric iron or this canned tongue? And I can give an answer because I read the ads!

BILLY BYER.

Facts: 500,000 boys read *The American Boy*.

They or their parents pay \$1.50 a year for it—buying power!

They average 15½ to 16 years old—buying age!

They have much to say about family purchases—buying influence!

The American Boy goes into 225,000 of the best homes in America—leadership!

"Where there's a boy there's a family."

Member A. B. C.



To be continued in the September 5 issue of *Printers' Ink*

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHEY, Manager
288 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHRENS, Jr., Manager
1018 Lytton Building
CHICAGO, ILLINOIS

in Delmonico's once remarked of a long speech delivered there that no souls are saved after fifteen minutes. See how the bubble of length is punctured with a phrase. Words are like the silks and satins in a Paris salon—the less you use the more you can do with them. It isn't what goes into it that makes an evening gown a success, but what is cut out, and that applies to copy equally as well. Efficiency is omission, and the time for a speaker to sit down is when the audience is sitting up. If they won't sit up, sit down anyway.

McAdoo Disapproves Railroad Travel

The Director General of Railroads reaffirms the position of the Government in respect to passenger traffic, in a statement to the public issued August 21.

"Among the many patriotic duties of the American public at this time," he said, "is the duty to refrain from traveling unnecessarily. Every man, woman and child who can avoid using passenger trains at this time should do so. I earnestly hope that they will do so. Not only will they liberate essential transportation facilities which are necessary for war purposes, but they will save money which they can invest in Liberty Bonds and thereby help themselves as well as their country; and the fewer who travel, the more ample the passenger train service will be.

"I may add that consistently with the paramount demands of the war, every possible effort is being made by the Railroad Administration to supply the largest possible amount of comfortable and prompt passenger train service."

Wurzburg Resigns from New York "American"

F. L. Wurzburg has resigned as business manager of the New York *American*.

He joined the Hearst organization three years ago as business manager of *Cosmopolitan Magazine*.

Mr. Wurzburg's future plans have not been announced.

E. B. Mix with Campbell-Ewald

Earl Benjamin Mix, formerly assistant advertising manager of the Moller & Schumann Company, paint manufacturer, Brooklyn, has joined the New York office of the Campbell-Ewald Company. He succeeds W. C. Mansfield, who has resigned to enter military service.

Nichols-Finn Merged with McJunkin Agency

Announcement is made of the merger of the Nichols-Finn organization with the McJunkin Advertising Company, the new combination to maintain offices in Chicago, New York and Cleveland. The executives and service men of the Nichols-Finn Company to go into the enlarged McJunkin company include Joseph H. Finn, W. W. Garrison, Jay Cairns, George H. Sheldon, H. W. Gibbs and F. J. Egan.

William D. McJunkin will continue as president of the company, and Mr. Finn will become vice-president. Mr. Sheldon, who has represented Nichols-Finn in New York for two years, will continue in the same capacity with the McJunkin company.

Former Nichols-Finn accounts to be served by the combined organizations, include Ajax Rubber Co., Inc., Morris & Company, Schulze Baking Company, Indiana Truck Company, National Dairy Council, Great Northern Railway, Briscoe Motor Corporation, Chicago Pneumatic Tool Company, Redden Truck Company, Racine Rubber Company, Steger & Sons Piano Mfg. Co., Delta Electric Company, Acme Motor Truck Company, Goodrich Transit Company, Grand Rapids Furniture Company, Panhard Trucks.

The McJunkin accounts include, among others, the following:

Pluto Water (French Lick Springs Hotel Company), Heppes-Nelson Company, Adams & Elting Company, Mandel Brothers, C. F. Adams & Company, The Fishback Company, Florsheim Shoe Company, The Seng Company, Globe Wernicke Company, The Consumers' Company, Commonwealth-Edison Co., Cleveland & Sandusky Co., Tropical Paint & Oil Co., Kling Brothers & Co., American Woolen Mills Co.

To Recognize Meritorious Printed Matter

The Paper Makers' Advertising Club, Boston, in which are associated a number of large manufacturers of paper, announces that it will issue every three months "Certificates of Award for meritorious work in the production of printing." The committee that will make the awards is as follows: George G. Adomeit, The Caxton Company, Cleveland; Earnest Elmo Calkins, of Calkins & Holden, New York; John Cotton Dana, librarian, Newark, N. J., Public Library; Henry Lewis Johnson, Graphic Arts Co., Boston; Norman T. A. Munder, Baltimore; Benjamin Sherbow, New York, and Edward Dewitt Taylor, of Taylor & Taylor, San Francisco.

Ash Closes Office—Joins Red Cross

Theodore E. Ash has closed his advertising office in Philadelphia for the period of the war to go with the Red Cross. He is temporarily located at national headquarters in Washington.

**These Fifty
National
Advertisers
Use
The Register
and Tribune
Exclusively
in
Des Moines**

1st 7 Mo. 1918.

The Register and Tribune
with a daily circulation of

120,000

so completely cover the
Des Moines trade territory
that national advertisers
need use no other paper.

Aladdin Dye Soap
A. C. Spark Plugs
Aunt Jemima Pancake Flour
Baker's Cocoa
Bunte's Cocoa & Cough Drops
Bridgeport Paints
Cadillac Autos
Cracker Jack
Certain-teed Products
Cream of Rye
Colda
Colorado Springs Chamber of
Commerce
Dalton Adding Machine
Dupont Powder
Diamond Tires
Franklin Automobiles
Goodrich Tires
Grant Automobiles
Gates Half Sole Tires
Harrison Paints
H & H Cleaner
Hyatt Roller Bearings
Hartford Tires
International Trucks
Kling Bros. Raincoats
Little Polly Brooms
Lyon & Healy
Lexington Autos
Lyknu Polish
Michelin Tires
McKibben Hats
Oldsmobile
Overland Automobiles
Onyx Hosiery
Prest-O-Lite Batteries
Pictorial Review
Prismolite Lenses
Paris Garters
Pillsbury's Flour
Roofbestos
Racine Shirts
Slip Not Rubber Heels
Society Brand Clothes
S. C. Johnson & Sons
Sa-Van-Eg
Tom Moore Cigar
U. S. L. Batteries
Willard Storage Batteries
Walk-Over Shoes
White Owl Cigars

BUSINESS IN WAR TIME

A page edited by the Business Department
of Collier's, The National Weekly

Apropos of What King George Said to Mr. Hoover



I was on the veranda of one of those fashionable hotels on the New Jersey coast where the only indication of the war is an occasional airplane buzzing overhead and the grayed and creaking needles in the hands of the women. Two of these women sitting in their easy-chairs apart from the others had evidently plunged into one of those sudden and violent friendships which a vacation at the seashore seems so ready to nourish.

Said one of them: "I'm so glad to get away from housekeeping even for a short time. It's so difficult to get along with all those substitutes they're making us use instead of wheat. Fortunately, I stand in pretty well with Thompson, my grocer, and when I go marketing in my flapper I can get him to slip me an extra five pounds of white flour into the car without anybody noticing it. Then he charges it on the bill as something else, like washing soda or prunes."

"Well, my grocer isn't as agreeable as that," said her friend, "and it makes me furious that I have to buy all that silly cereal stuff every time I want a little white flour. At that, I can only get a limited amount. I don't see what difference it makes if you or I use a little more or less. And now we're put back on sugar rations again. It's a shame! My husband has such a sweet tooth. He's got to have four lumps in his cup of coffee. I can't see that the extra two lumps make any difference."

The discussion about their wraps had heated them somewhat, and they changed the position of their easy-chairs so that the

ocean breeze might blow more directly upon them.

And yet that very day there appeared in the newspapers an item showing what remarkable things the women of America, fortunately so unlike these two, had accomplished by their food savings. However, you will remember, appeared before King George of England. The King had sent for Hoover so that he might thank him for the great voluntary effort of the American people which had, he said, "supplied Great Britain with the vital margin of food which enabled her to pass over the winter."

Think of it! Dig into the real meaning of these old words "the vital margin of food." The difference between health and sickness, the difference between hope and despair, the difference between the energy of accomplishment and the gnawing bitter despondency of slow starvation.

And the food that America has saved has been a stream of life flowing not only into Great Britain, but also into France, and Italy, and the other Allied countries—a stream of life for men, and women, and little children.

And who can tell how much the food that America has sent overseas has had to do with our recent glorious successes between the Alps and the Marne?

It seems miraculous that at such trifling sacrifice we could do such tremendous good.

For, as you look back upon the rationing we have had to undergo, can you remember any real sacrifice in the way of giving up? Any man or

woman who complained because of bread that wasn't quite white, or sugar that wasn't quite sufficient should be sent to the trenches for a while so that the realization of what we really might come to them.

The very substitutes offered in place of the rationed foods were often more palatable than the originals.

The large national advertisers were quick to seize this opportunity, not only to save such food as wheat, but to enable America to save without suffering. They not only changed their products to conform to the Food Administration's requirements, but through the machinery of national advertising they were enabled to tell millions of people about these new requirements.

Their advertisements not alone urged the saving of wheat, but showed what could be used in the place of wheat. And it is always easier to get a man to stop doing or eating a certain thing when you give him something else to do or eat instead.

And this we believe is a splendid illustration of the value of the national advertising machine which has been built up to such an extent that it functions throughout the country—an illustration of its value at all times, but especially in war times.

It enables the United States Government and any large producer of foodstuffs or anything else to speak directly and forcefully to the consumers of the entire nation.

Advertising is a means of reaching the entire thinking population of the United States with the least expenditure of time, money, and man power.

Appearing in Collier's, The National Weekly, August 24, 1918

Eighth of the Series in this week's Collier's—based on what national advertisers of food products have done to meet the Government requirements.

More than a Million Every Week

"My Wife Liked That Page!"

The man who told us this seemed surprised that his wife did like the Business in War Time page, "Apropos of What King George Said to Mr. Hoover."

And in being surprised he lost the whole point of the series.

These talks on advertising are not for you advertising men. They are planned to interest the public generally—women as well as men; planned to earn opinions such as, "My Wife Liked That Page!"

Yet one of the biggest advertising men in the United States has just written us in regard to the seventh talk, "Frankly, it had never occurred to me until I read this editorial that there was labor conservation in package goods, but your article makes the point very clear."

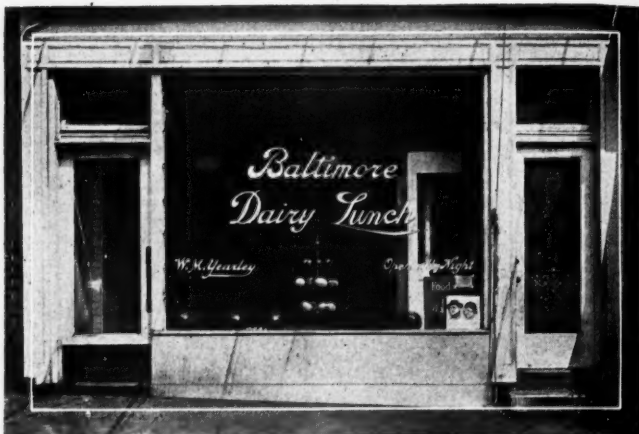
*We are getting some splendid
cooperation from business men
in making these pages interesting.
Let us have your ideas.*

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52
More than a Million Every *year* ~~week~~

THE "DAIRY" LUNCH A Baltimore Idea



Typical "One-Arm" Lunch Such As You See in Almost Every City in the Country

HERE are a few points about Baltimore taken from the June, 1918, issue of *Motor*: "Baltimore, Maryland, besides being the principal city of the best-roads state, has acquired the pioneering habit to a remarkable degree. It organized the first railroad, and operated the first electric car. Here the first transatlantic steam voyage was begun and here the first submarine merchant ship docked, not to say ducked. The first presidential nominating convention was held here, not forgetting the present executive received his nomination in the same city. Used the first cylinder press and built the first linotype machine. The first city to quit using quill pens and the first to produce the national anthem by Scott Key. But why continue, except to say that *they started the Baltimore Lunch idea, and now they cannot stop it.*"

Readers of *NEWS* ads in *Printers' Ink* will recognize most of these facts about Baltimore. At the time this campaign was started in December, 1917, only eight months ago, *NEWS*' net paid circulation averaged 89,763 daily and 89,089 Sunday. For the month of July, just passed, *NEWS*' net paid circulation averaged 120,663 daily and 109,891 Sunday, an increase of 61% daily and Sunday over July, 1916, and this notwithstanding an advance from one to two cents out of town and from one to two cents Sunday everywhere, effective July 1.

We are preparing for distribution a neatly bound set of re-prints of *The NEWS*' campaign in *Printers' Ink* up to May 30, inclusive, which we will be glad to send to manufacturers, distributors, advertising agents and anyone else interested in Baltimore. Needless to say, a paper bold enough to focus its advertising on the market, rather than on itself, must be confident of its position as the dominant force in that market to which any national advertising will naturally come.

For More MARYLAND BUSINESS Concentrate in

The Baltimore News

The Fastest Growing Baltimore Paper

AVERAGE NET PAID CIRCULATION, AUGUST 1-15, INCLUSIVE

1918	121,211 Daily	113,438 Sunday
1917	88,862 Daily	73,663 Sunday
Gain	32,349 Daily or 36%	39,775 Sunday or 54%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

The Use of Salesmen Over Fifty

What They May Lack in Quick Adaptability Can Be Compensated For by Longer Training—Some Conspicuous Advantages

By L. L. Newton

General Manager, Stegeman Motor Car Co., Milwaukee

[EDITORIAL NOTE:—Mr. Newton wrote this article while secretary of the Luther Grinder Mfg. Co., Milwaukee, maker of grindstones. The references therefore are to the salesmen of that house.]

SOMETIMES I wonder if nearly every sales manager has not had the experience of occasionally believing that he had solved many of the difficulties connected with hiring salesmen by finding a type that was, for his line, most likely to be successful, only to change his mind and go to the other extreme.

In my own case, I have several times come to the conclusion that young men, with a little salesmanship, were the sort to choose. Then, after disastrous experience with one or two, I have changed my mind and for some time put on only men of middle age or over.

The same thing happening with them as with the younger, I have gone back to the original plan. It has for years been a question in my mind as to which type of men was the better for our sales force.

The war has solved this problem for us. It is not a question now of whether to use younger men or older men, but it is a question solely of what men can be obtained. Younger men are practically out of consideration at the present time, and it is a case of taking older men or none at all. We are mighty glad at the present time, therefore, to have had experience with older men that guides us in selecting and handling them.

Time and again we have taken cub salesmen and, after working with them for a couple of years, have made them really efficient. As a rule, they have remained with us only about this length of time for, after having gone through our training and gotten the experience that we have been

able to give them, they have been offered more wages than our proposition was able to pay. Our product, that of tool sharpeners, sells to the hardware and implement trade. The amount of sales is regulated by what the dealer himself can dispose of. High-class salesmanship is, of course, very valuable, but it sooner or later comes to a point where the cost of the higher efficiency does not pay the proportionally greater returns necessary. When this point has been reached, it is only a question of time before the younger salesmen leave us and get into lines that pay them better.

MEN ARE OLD ENOUGH TO KNOW THEMSELVES

The advantage to the employer of older men, particularly those beyond the fifty-year limit, is that most of them have learned their abilities. They no longer have the ambition of their youth. They have found what they can reasonably expect to earn and are not continually looking for advancement, as younger men do. You are much more certain, when you have found a good salesman in a man of fifty, to keep him indefinitely. He stays by his territory. The trade gets to know him and to depend upon him, and he comes to think of himself as a permanent part of the sales organization.

Another advantage to you is that usually you know exactly what you can count upon from an older man. His habits of life are fixed. If in the past he has proven himself a good worker, you can usually depend upon his putting in his time whether you are there to check him up or not. If he has lived an upright life, you can leave out of your consideration the possibility of his going

astray on either wine or women. His habits are fixed, and when you have once got him to work as you want, you can usually feel that he will continue in that direction.

Similarly, when you have once got him to selling goods in your own way, you can depend as a rule upon his continuing to use those methods. With a younger man you are not so certain. He is more changeable. He is seeking after other and better methods of selling, but which may or may not be as successful as those you have taught him. Your having checked up a younger man a year ago and found him using satisfactory sales methods does not mean, when he falls down, that he is still using those methods. He may have traveled a long way from the original path.

Permanency, stability, and industry are the principal good points to be found in the use of older salesmen. The big disadvantage, in our experience, has been in the difficulty of getting them adjusted to your own work.

FOR THE MOST PART, THIS MAN CONFORMED TO HOUSE POLICIES

Some years ago we needed a salesman and received an application from a man who had been selling lodge regalia. That was a flourishing business up to fifteen years ago, and he had made big money at it. For some years previous to coming with us, his earnings had been diminishing, and he saw it was only a question of a few more years before there would be no business whatever to be had on his line. He knew nothing else. He had sized the thing up for himself and was perfectly willing to accept a lower salary in something that was permanent. He realized the necessity for a change and was glad of the opportunity we offered him.

He entered into his work with a will. He played straight with the trade and with us. His previous experience had made for efficiency in specialty selling. But he had the idea that he did not need to carry samples and thought that

he could sell from photographs and a catalogue. Finally it came to a point where, his volume of business not being satisfactory, we told him it was up to him to carry samples and demonstrate them consistently to each prospect or else we would have to let him go. For that reason only he consented to make the trial. Having once made the trial, he was convinced, and now he would no more think of making his territory without as many samples as he can get into his grip than he would of not going out at all. His volume of business has been good. He has held the trade in splendid shape and the dealers think everything of him. He produces at a percentage that is entirely satisfactory. There is one point which we have had to yield him absolutely. He has the idea that he cannot work successfully on Saturdays, and that working then spoils more sales than he gets. We know that most of our salesmen do get a first-rate business on Saturday and that their volume is increased materially thereby, without increasing their expenses. This salesman simply lies down on that proposition. We have given in to him, and we consider his week's work as closed on Friday night. We realize that he could get a little bigger business if he worked on Saturdays, but as his percentage cost is satisfactory, and as his permanency in the territory means much to us, we are willing to overlook that one fault in him.

To handle older salesmen satisfactorily, find out just as much as possible of their previous history. You can count on a man's not changing very materially after he reaches middle age. If he has been in the habit of doing things in a certain way before he comes to you, the chances are that that tendency will dominate even after he is selling your line. You may get him over it for a time, but you will usually find that he has gravitated back toward his old habits of thought and activity.

In one instance we chose for our specialty selling a man who

had been in the grocery business all his life. For twenty-five years he conducted his own retail store and for three or four years he had acted as city salesman for a wholesale grocery house. Most people think that, if there is anything which approximates a pension job, it is that of city salesman for a wholesale grocery. His earnings had probably never exceeded \$75 per month, and it would seem that he was not a good prospect for a specialty salesman.

However, he was quite positive in his opinions and in his manner of speech. We figured that we could make use of that positiveness and that he would make a success of handling our line. It was both a detriment and an advantage—the one to overcome it and the other to have it come to the aid of selling our merchandise. However, as the opportunity was a good one for him and one in which he very much wanted to make good, we found him quite docile in taking instructions and we received his hearty promise to do his best.

This salesman started out about four years ago. His work after a few weeks surprised us. It was better than we had hoped, and he continued very satisfactory for a period of about one year. Then the prices of material and costs started up rapidly. It made a big difference in the sales, for the product was not usually considered a necessity. During the next year, he did not do as well as before, and at the beginning of his third year with us his sales were low.

We tried for a long time to find the difficulty, and we finally located it in his own intolerance and his positiveness of thought and speech. A prospect would bring up objections, and he would endeavor to make him take his word that the objections did not hold. Instead of showing and proving just why the objections were unfounded, he undertook, by mere force of expression, to overcome opposition. Prospects were cowed but not convinced. Our salesman had forgotten entirely

his own objections and his own doubts of the article that he had had when he first began to consider it. We had, in short order, convinced him that his objections were unfounded, not only because we could demonstrate it, but because he was willing and anxious to learn and be convinced of the merits of the new article. He forgot how difficult it was for him to see the good points of the article when it was first presented to him. He was so convinced of its merit, after having sold it for such a long time, that he knew there was no foundation in fact to the objections raised by each prospect. The point was that the prospect did not realize this any more than he himself had realized it when first considering it. He, however, sought to overcome opposition simply by telling the prospect, with considerable force, that there was "nothing to it."

TEACHING NEEDS TO BE REPEATED

It required some very plain talking, indeed, and the threat of taking his position from him to get him to handle the thing as we wanted it, and to demonstrate to the prospect, step by step, the points of the machine that would overcome objections. It was more work, of course, for the salesman to do it that way, and believing so thoroughly in the proposition himself, he had got to thinking that the objections could be overcome merely by telling prospects they were mistaken.

For some months after we located the difficulty and told him what was what, his sales showed a decided increase, and he was back at his old-time place in the line-up. Within a few months he began to slip again, and it was necessary to repeat the dose. We have had to do this three times now. But we are hoping that its effect will last longer than the previous ones. At any rate, we think we know what the remedy is and intend to administer it whenever the symptoms indicate that it is needed. Aside from this, we find him an excellent salesman, well liked by his prospects

and customers, and one on whom we can absolutely depend.

Another man who applied to us for a position, about sixty years of age, had never done any selling at all, having been a farmer all his life. He had, however, a world of enthusiasm and a look about him that at once gave a man confidence in his sincerity. The work was that of a demonstrator salesman, the sales being made principally to farmers. We put him on, after giving him about two weeks' training, and for some time he did not make a success. Knowing that most people who start specialty selling without previous experience lack a knowledge of the amount of force necessary to be used, we went after him along that line, trying to get him to see that he had to put much more actual effort into his selling than he had previously supposed. His was the common layman's idea that an article sold itself, it being merely necessary to demonstrate it, without realizing the necessity of using force of persuasiveness to get the prospect to act. When he once got the big idea, the necessity for actual hard work in selling, his sales were satisfactory.

PAST SIXTY AND RELIGION INTERFERED WITH BUSINESS

Another salesman, a man of about sixty, we found was spending a good deal of his time talking religion. It was a surprise to us when we found out that he was using his position as a means of paying expenses while doing missionary work. We have a deep feeling for religion, but we feel that when we are paying a man, he should do his work. The matter was taken up with him tactfully, and we overcame the difficulties.

In another territory we have had a man of about sixty-five years of age who has been holding a position with us for about twelve years. We point to him as a shining example. His work is consistent; he is liked by his trade; his business is satisfactory in volume; he is a splendid fellow per-

sonally; he is always on the job. I am frankly at a loss to point to any trouble with him whatever. He would not make a success in all territories, but he is in the Dakotas, and the dealers with whom he comes in contact probably have more confidence in him because of his ordinary appearance than they would with a salesman who possesses an ultra city veneer. As a matter of fact, up to the time when it was necessary to take older men or none, and when we had a choice of younger men, it was this salesman's record that kept us trying to find another of his class.

It has been our practice never to put on any salesman who has been with a competing company. Consequently, our experience does not cover the changing over of older men from competitors' lines to our own. We believe that a man who has sold any line for a number of years is not readily changed over to another. His old idea of the quality of the line he was with originally stays by him and renders all of his efforts less effective.

Our experience may be summarized by saying that we favor the use of older men and believe that most concerns, whose younger men have been taken, can make use of older salesmen. What an older man lacks in adaptability should be made up by a longer period of training, and also by a more careful selection. What he lacks in ambition is compensated for by the facts that he will be willing to work at the salary you can pay him, that he is not always looking for another position, and that you are more certain of having the territory taken care of permanently by the same man.

Chas. H. Moore Goes to New York

Charles H. Moore, for the past two years with the Harvey Blodgett Company, St. Paul, as chief of its editorial department, has opened an advertising service office in New York. He was formerly publicity manager of the Spokane & Eastern Trust Company and before that trust officer of the Union Trust Company, Spokane, Wash.



It Serves the Advertiser Whether He Uses It or Not

The more truthful, attractive, instructive and helpful all advertising is made the greater is the influence of the individual advertisement.

By placing at the disposal of our advertisers the trained and specialized skill of the writers and artists in our Advertising Service Department, we render a service to the customer who prepares his own copy as well as to the one who prefers to have our department do it for him.

Here is why.

The work of this department tremendously increases the attractiveness of the advertising pages as a whole, thus insuring a more interested audience for all the advertising in our publications. And that is a service of value to *every* advertiser.

McGraw-Hill Publications

Members of Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars
Annually**

Power

Coal Age

American Machinist

Electric Railway Journal

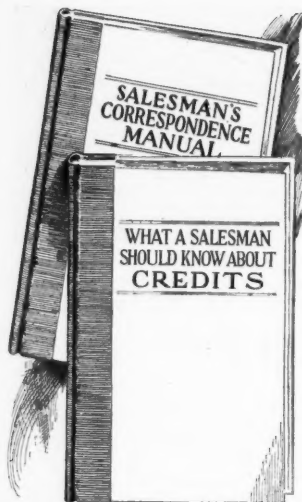
Engineering & Mining Journal

Electrical World

Electrical Merchandising

Engineering News-Record

Chemical & Metallurgical Engineering



Dartnell Manuals for Salesmen Are Used by Over 900 Leading Concerns

Written "Printers' Ink" fashion by a former member of Printers' Ink's editorial staff. Uniform pocket size.

One sales manager writes: "We are always glad to send our men your Standard Manuals. It is an ideal way to get fundamentals across to the men." Another: "Our salesmen are glad to get your manuals. They think they are great. So do we."

These Men Know What Salesmen Need

Your Manual is splendid. Surely the field needs just such books. . . . Every salesman should have one. Please enter our order for 25 copies.

George A. Scoville,
Sales Mgr., Stromberg-Carlson Telephone Co.

I read your Manual over from cover to cover yesterday. Just as soon as I finished I ordered copies by wire for each member of our sales force. It contains valuable information which will increase every salesman's efficiency.

W. A. Anderson,
Sales Manager, Anderson Motor Company.

We can use 100 copies of your Manual to excellent advantage. It certainly is right down to bed-rock and contains a lot of mighty good ideas of value, not only to the men in the field, but also correspondents.

W. K. Page,
Sales Manager, Addressograph Company.

Manual on Credits: Opens salesman's eyes to importance of credits as a factor in sales. How to size up a credit risk; getting the right references; how to analyze financial statement; keeping tab on customers; legal phases of credit; something about trade acceptances; credit suggestions to pass on to customers and other equally concrete data. Will help any salesman increase his net profit showing. 100 pages. Single copy \$1.00 net.

Correspondence Manual: Promotes closer co-operation between salesmen and office. Tells how to write concise informative reports to the office; how to write a business getting letter to a customer; suggestions for advance letters; how to turn letters of complaint to advantage; with a chapter on general sales letters. Valuable list of words abused in salesmen's letters to office. A book that will solve the report problem for you. 100 pages. Single copy, \$1.00 net.

Special Examination Offer

We will send to sales executives only, an examination copy of the two above described manuals for \$1.75, or the two manuals and our "Survey of Sales Management Practices" (see pages 74-75, June 20th issue of Printers' Ink) for \$6.00. Material may be returned if not suited to your requirements.

The Dartnell Corporation

Special Data for Sales Managers

1169-1170 Transportation Bldg., Chicago, Ill.

NEWS-BULLETIN FOR SALESMEN

The following information has been sent to us as being of special interest to the members of our Sales Force. In addition to the six suggestions you will find ideas on doing, you may also find in it ideas and suggestions which can be applied to your work.

It has been estimated that in the neighborhood of 25% of the overseas/returnees for officers transferred here were men with sailing experience. Besides, the Army estimates say, much high in physical and mental condition. These outstanding men are, but there is one point to which they are weak - the total qualification under section 12 of the rating code.

As you probably know some officers are not selected by meeting their qualifications. On the analysis sheet used for this purpose the necessary elements of a military leader are set down, and sub-divided. One under "Physical Qualities" the candidate is marked on: "Stature" "Endurance" "Gains" "Energy" etc. But the most important section is the fourth, "Character",

The sub-division of "Character" are (1) Stability, (2) Prowess from God's Gifts, (3) Support for Authority and (4) Spirit of General Benevolence to his organization. It is on these last two points that many colleges pull down their averages, and have to settle up in the service for a time the realize that is destined failure, as in survivability also is life, it is,

[illegible]

1. Weekly News Bulletin for Salesmen.—Quoting actual sales experiences of successful business-getters. A supply of these bulletins is sent you each week for your salesmen if you wish.

2. Bi-Weekly Letter for Sales Manager.—A clearing-house through which the 400 subscribers to the service exchange experiences. Arranged for reference filing in loose-leaf binder.

3. Monthly "Better-Salesmanship" Cartoon.—By nationally prominent cartoonist. For livening up house-organ or bulletins. You know what original cartoons cost.

4. Monthly Report for Sales Manager.—Such as collection of warm-weather letters written by notably successful sales managers to their men; report on new bonus plans, etc.

We will send to any sales manager our complete service one month on trial for \$4.00, including two copies of weekly news-bulletin with loose-leaf binder, bi-weekly letter, cartoon drawing and special report on "Practical Tests for Selecting Salesmen." Material can be returned if not satisfactory.

Used by Such Concerns as :

National Cash Register Co.
National Lead Company
Robt. H. Ingersoll & Bro.
Willys-Overland Co.
Armour & Co.
Victor Talking Machine Co.
Swift & Co.
Loose-Wiles Biscuit Co.
F. A. Patrick & Co.
United States Rubber Co.
Baker-Vawter Co.
Palmolive Co.
Yawman & Erbe Mfg. Co.
The Barrett Co.
Cosmopolitan Magazine
Cheney Brothers, and
Four Hundred Others

The Dartnell Corporation
Special Data *for* Sales Managers
1169-1170 Transportation Bldg., Chicago, Ill.

The Advertising Value of
NOVEMBER
M^cCLURE'S

DURING the period of business confusion brought on by the war, over one hundred representative advertisers have maintained their McClure schedules. This fact offers conclusive proof of the advertising vitality of McClure's.

Ask any of our representatives to tell you about the big advertising value in the November McClure's.

Forms for November close September 10th

M^cCLURE'S  "The Magazine in Khaki"

Advertising to Lessen Grain Dust Explosions

Government Is Back of a Campaign to Prevent Food Product Waste

NOT every advertising campaign undertaken by the United States Government can be taken advantage of, in a constructive sense, by private advertisers. In not a few instances, indeed, manufacturers have gotten behind Federal publicity campaigns in their respective fields—for example in the dairy and poultry lines—when it was not at all certain that any benefit would redound to the business interests, and if it did, the benefit would be of the most indirect character. The late summer and early autumn of 1918 witnesses, however, one double-barrelled advertising campaign on the part of the Government that seems to spell opportunity for private advertisers.

This campaign to prevent grain-dust explosions and fires in threshing machines is so intimately connected with the general subject of fire risks—always a tender subject in the United States—that any business man with imagination can surmise that there may be chances for private business interests to take advantage of the campaign that is being conducted jointly by the U. S. Department of Agriculture and the U. S. Food Administration. As a matter of fact, the campaign will be less notable for the new market it creates for established articles of commerce than for the opening it affords for new specialties. For example, this campaign does not, as the layman might suppose, boost the cause of the patent fire extinguishers now on the market, but it does develop a demand for a new class of fire extinguishers, the production of which has already been taken up by several commercial concerns.

From an advertising standpoint, however, perhaps the most interesting feature of this whole proposition is found in the very interesting form of active co-oper-

ation that is being furnished by a number, or, indeed, by all, of the leading manufacturers of threshing machines. It is notable because it is intensely practical and is so free from that element of gratuity or even charity that seems to characterize so many campaigns at which manufacturers are invited to sit in. Here is a type of campaign that loses no jot of its importance or value because the contributing manufacturer can see something in it for his firm right from the go-off.

FIRST WORKED OUT PLAN TO PREVENT THE FIRES

When the U. S. Department of Agriculture was aroused by one year's record (in one section of the country) of 300 thresher fires, entailing an aggregate loss of more than \$1,000,000, it was evident to the specialists at Washington that before they could sell the wheat growers on fire and explosion they must have something tangible to sell. That is to say, there was nothing on the market that was deemed a satisfactory preventive for the disasters caused by static electricity, frictional sparks, heated bearings, etc., that ignite the smut or grain dusts in the separator. Accordingly the experts set to work to devise or invent. In due course they invented an effective fire extinguisher adapted to separators, devised special smut or grain dust-collecting fans and perfected a system of wiring for carrying off static electricity. In accordance with Governmental policy, detailed plans of these innovations were placed at the disposal of any manufacturer who saw fit to use them.

It was evident, however, to the specialists that even if they could conduct so energetic an advertising campaign that a farmer would demand fire and explosion preven-

tives when he came to buy a new threshing, the larger and more immediate problem was to persuade the installation of these improvements on the thousands of machines now in use. It was figured that nothing less than demonstrational work would put this over. The Government was willing to detail upward of half a hundred specialists for educational work this season, but these field agents required threshing machines fitted with the new appliances. That was where the maker came in.

No doubt the Government could have diverted part of its appropriation to the purchase of demonstrational threshers, or, on the other hand, the manufacturers might have loaned machines. The solution was finally found, however, in a plan that it is believed will be vastly more satisfactory and that is certainly more business-like. Under this system—which may serve as a model for similar effort in other lines—the manufacturers build threshers equipped with the new adjuncts and sell them at the regular price as a straight commercial transaction. Only the Government takes it upon itself to supervise the distribution from the factories that have contributed, so that the limited number of machines that can be turned out this year will not all go into one or two localities, but will be equitably apportioned throughout the country so as to afford object lessons for the farmers in all the districts where fires and explosions have been of most frequent occurrence. The Government field agents also undertake to see to it that the modernized threshers allotted for sale in each district go into the hands of live-wire progressive farmers who will take kindly to the idea of telling their neighbors of their experiences and who will co-operate with the Government to the extent of furnishing reports of the results attained.

From a technical advertising standpoint the campaign to prevent grain-dust explosions and fires in threshing machines is not essentially different from other

campaigns that have been undertaken within the past couple of years in the interest of conservation and the increase of agricultural production. An effort has been made, however, to link up the object of this drive with the cause of war-time efficiency. For example, a poster which is being more heavily depended upon than any other piece of copy, has such catch lines as: "War-winning munition—food is going up in smoke—the smoke of threshing machines set on fire by dust explosions in the separator," and "Bread enough to feed 2,400,000 soldiers for a month was lost in four years of grain-destroying fires in the Pacific Northwest alone."

In the copy that is being put out in the form of cards, leaflets, folders and booklets for distribution direct to farmers, there is a drive straight at the self-interest of the grain grower. "Mr. Thresherman," reads one appeal, "your country cannot afford to lose grain, you cannot afford to lose your machinery." Another flash reads: "Take no chances, follow the advice of Uncle Sam's experts. \$100 for prevention or a \$3,000 loss." It is pointed out, too, that it is not worth while for the farmer to increase his wheat acreage only to have the grain he has diligently sowed, cultivated and harvested, swept away by fire.

Uncle Sam has not the slightest prejudice, if we may judge by this campaign, against advertising copy that frightens the prospect into action. Both in the case of the effort to prevent thresher fires and in its twin project, the movement to prevent dust explosions in flour mills and grain elevators, not only does the text breathe the spirit of the terrors of carelessness, but it is supplemented in every piece of advertising literature sent out by reproductions of photographs showing wrecked or burning mills or elevators; sacked grain badly damaged by separator explosion; a fire-swept threshing outfit, etc. Hammered home, as the last word, so to speak, in every advertising message is the

assertion that the fires and dust explosions "are preventable."

Manufacturers who, for the sake of the general good or for purposes of their own, are disposed to make use of the Government's advertising ammunition are being furnished with reasonable quantities of the posters and literature for distribution. A poster designed for display in the plants of concerns that aim to make mills and elevators explosion-proof by eliminating dust and dirt carries the line: "This company and its employees are co-operating in the control of dust explosions and fires." For circulation of the advertising matter designed to convert threshers to the use of safety devices, the Government is depending mainly upon the agents of the Department of Agriculture located in every county in the country. All readers of the literature are urged to write for further information to the Bureau of Chemistry, U. S. Department of Agriculture, Washington, D. C.

Wm. H. Johnson Starts Newspaper Service

William H. Johnson, who for ten years was an executive with the Hearst organization, has organized the American Newspaper Service, with offices in New York. Until June 1 he was general manager of the International Feature Service, at which time the International Feature Service was combined with the Newspaper Feature Service and the King Feature Service, also Hearst properties.

Prior to his Hearst connection Mr. Johnson was general manager of the Perkins papers in Washington.

George Leigh Joins Up

George Leigh, representative of the Butterick Publishing Company, advertising department, has received a commission as first lieutenant in the Chemical Warfare Division of the service and will leave for France in the immediate future.

Advanced With New Orleans "Times-Picayune"

Alfred Van Buren, who has been connected with the display advertising staff of the New Orleans *Times-Picayune*, has recently been appointed advertising manager.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Patting Good Dealers on the Back in Trade Advertising

How One Eminently Successful Manufacturer Digs Out Intimate Facts
About His Retailers

TO a great many advertisers an account on the books is merely an account; rating, \$20,000, pay prompt, handles \$2,500 worth of goods a season.

That kind of attitude and that kind of treatment do not visualize the personality back of the account; the connection remains a

closer to their customers, in a personal way, than most concerns doing business on a national scale. The account is converted into a person, and the company makes a business of knowing all of the personal details involved.

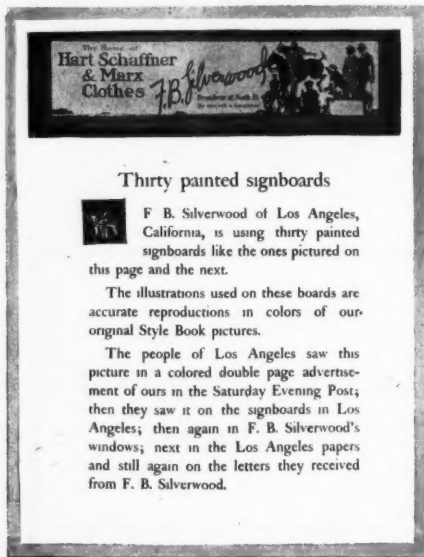
Without knowing just what system it uses, one would be inclined to guess that there is a card index in the office of H. S. & M., wherein the personal data regarding their dealers is maintained and kept up to date.

For example, the card of Levy Bros., Louisville, Ky., would read something like this:

"Levy Bros., Third and Market streets, Louisville, Ky.; known as 'The Bright Spot in Louisville'; head of store, Fred Levy, generally addressed as 'Colonel'; new store built in 1915; have exclusive agency for our line. Louisville has one of national army cantonments; Levy Bros. operating branch opposite camp. Col. Levy former head Louisville Commercial Club interested in civic affairs. Is stockholder in the-

moving-picture enterprises."

Of course, the card would doubtless contain other information showing the volume of business handled each year by Levy Bros.; but the personal and local data would be there, just the same. And no matter who happened to be in charge of the office, Col. Fred Levy from Louisville could



Thirty painted signboards



F. B. Silverwood of Los Angeles, California, is using thirty painted signboards like the ones pictured on this page and the next.

The illustrations used on these boards are accurate reproductions in colors of our original Style Book pictures.

The people of Los Angeles saw this picture in a colored double page advertisement of ours in the Saturday Evening Post; then they saw it on the signboards in Los Angeles; then again in F. B. Silverwood's windows; next in the Los Angeles papers and still again on the letters they received from F. B. Silverwood.

BUSINESS PAPER ADVERTISING SHOWING STRONG
TIE-UP WITH DEALERS

purely business affair, and the lubrication that is applied is chiefly by way of the traveling salesman. Moreover, the advertising has to overcome a far greater friction in winning results.

Perhaps that is why so many salesmen refer to certain customers as "my accounts."

Hart Schaffner & Marx, of Chicago, are credited with being

Why Philadelphia

OFFERS GREATER SELLING OPPORTUNITIES

to

Manufacturers and Merchants

Record business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants, employing normally about 700,000 male and 300,000 female workers, are running to full capacity.

Philadelphia is the world's workshop. Its locomotive plants, ship-yards, spinning and weaving mills, and factories of all kinds are world-renowned.

380,000 homes house its urban population, many new ones are being erected of the typical Philadelphia one family type, while its suburbs domicile the balance of its 3,500,000 metropolitan population.

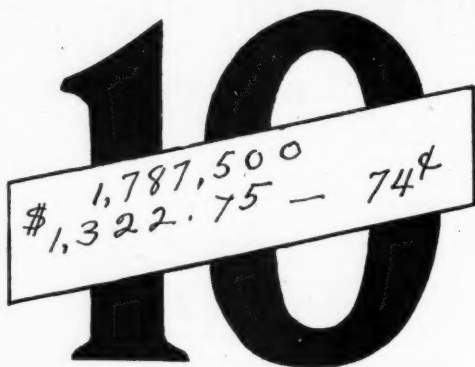
Think of the vast daily needs concentrated in this the third largest market in the United States.

Clothing	Food	Shoes
Hosiery	Coffee and Tea	Soaps and Toilet Goods
Underwear	Temperance Drinks	Furniture
Millinery	Floor Coverings	Musical Instruments
Automobiles	Auto Accessories	Heating and Lighting

July net paid daily average circulation: **434,668** Copies a day

*"In Philadelphia nearly everybody reads
The Bulletin"*

New York Office.....Dan A. Carroll, Tribune Building
Chicago Office.....J. E. Verree, Steger Building
Detroit Office.....C. L. Weaver, 11 Lafayette Boulevard



1,787,500
\$1,322.75 — 74¢

At the Sign of the Ten

Here you turn to the RIGHT, entering a broad highway that leads directly to a new and most profitable field.

Ten, great, all-fiction, magazines, covering a field, as yet untrammelled, ready to yield the greatest returns at least possible cost.

1,787,500 readers who go right up to the newsstand and pay a goodly price for their favorite fiction and whom you can reach at the very remarkable rate of 74¢ per page per thousand.

Do you not owe it to yourself and to your business to investigate this?

All-Fiction Field

Room 710, 280 Broadway, New York
Room 1152, 122 So. Michigan Ave., Chicago

Doubleday, Page & Co.
The Frank A. Munsey Company
The Ridgway Company
Street & Smith Corporation

<i>Adventure</i>	<i>Short Stories</i>
<i>Ainslee's</i>	<i>Smith's</i>
<i>All-Story</i>	<i>The Argosy</i>
<i>Detective Story</i>	<i>The Popular</i>
<i>People's</i>	<i>Top-Notch</i>

"The Field of Greatest Yield"

hardly call without getting a reception in keeping with his importance as a customer and his standing as a citizen and merchant.

"How do they do it?" is a question, but one that is answered easily without going into many details. In the first place, the business papers are a mine of information for the manufacturer who wants to keep up with what his customers are doing. The concern which makes a point of dropping a friendly personal note to the dealer who, as reported in the trade journal, has just enlarged his store, or has been elected to some local office of importance, finds that its attention is appreciated, and the merchant, on the other hand, begins to believe that the house is interested in something besides the size of his orders.

Newspapers, too, can be used to advantage. Clipping bureaus will supply ads of merchants in whom the manufacturer may be interested, and these indicate what is happening in the store, as news regarding its affairs is usually given prominence in the advertising. In fact, it would be good business for manufacturers to read the daily papers of cities in which their most important customers are located.

Reference was made to the location of cantonments. In every case where a cantonment has been established it has meant an addition of from 35,000 to 40,000 men to the population of the community, with the further addition represented by all of the visitors to the camp, and all of the business that necessarily grows up around it. Every merchant in a town near a national army camp has a bigger market than before, and should be in a position to sell more goods than before.

Yet how many manufacturers of advertised goods have written personal letters to their dealers in Atlanta, Des Moines, Louisville, Fort Worth, Houston, Montgomery, Spartanburg and the other towns where camps were located, congratulating them on their improved prospects, and suggesting

ways and means of selling more of their goods?

Yet this has been the biggest news in the merchandising field during the past year, news that every merchant has appreciated the importance of, and that he has been translating into increased and expanded activities. Manufacturers who have got the benefit of this expansion are, naturally, the ones who have kept up with it.

The character of the business paper advertising of Hart Schaffner & Marx reflects the close contact maintained with dealers, since it is almost invariably the story of what some dealer handling the H. S. & M. line is doing.

COUPLES LOCAL WITH NATIONAL ADVERTISING

Recently, for example, it has reproduced painted bulletin boards used by dealers who have featured the company's clothing and erected in the vicinity of the cantonments. While the dealers themselves may have thought of the value of this plan, it is not unlikely that the manufacturers suggested its possibilities.

One of the bulletin boards is that of the Goldman-Cobacker Company, at Des Moines, Ia., and the business paper story of it is headed "On the Road to Camp Dodge."

"You probably know that Camp Dodge is one of the cantonments of the new national army," clothing merchants were told. "It's just a few miles out of Des Moines, Iowa.

"The Goldman-Cobacker Company, of Des Moines, saw that thousands and thousands of civilians were traveling the roads to and from Camp Dodge. It was a good place to deliver their message, so they erected five painted bulletin boards like the one pictured above—each at a strategic point.

"The pictures on the boards are taken from big paintings that we use in our Style Books, and they are beautifully reproduced in colors—you can see that from the one shown on the other page.

"The Goldman-Cobacker Com-

pany have sold our clothes exclusively for some time. They have made a big success of it. Their energy in going after business, their strong advertising and the reputation of our goods are the things that have done it—they are the things that are going to make even a bigger success for these merchants."

Another ad, reproduced with this article, told how the use of painted bulletins has been worked out by F. B. Silverwood, of Los Angeles, Cal., who has thirty Hart Schaffner & Marx signs in use.

ONE REASON H. S. & M. MERCHANTS
ARE LOYAL

By keeping close to their dealers, Hart Schaffner & Marx not only develop information that enables them to co-operate effectively in taking advantage of local conditions, but arouse a spirit of loyalty that is often commented on. In one of their recent business paper ads they reproduced a letter from the J. S. Wolff Clothing Company, of St. Louis, in which, after detailing the enlargement of the store, which had been made necessary as a result of advertising H. M. & S. goods, the dealer said:

"We want you to know of our appreciation of the part Hart Schaffner & Marx have played in our success; the splendid co-operation we have always received from you in the matter of merchandise, advertising hints, prompt service on reorders and mail orders, as well as the general 'heart interest' which your whole organization has always displayed toward us, are and always have been a great source of gratification to us."

The "heart interest" referred to by this concern is evident in the arrangement made at the general offices of the company, in its big building at Monroe and Franklin streets, in Chicago. Two intelligent and well-groomed young men—not office boys—receive all visitors, and merchants get a courteous and cordial greeting, together with immediate reference to some influential member of the organiza-

tion who knows how to take care of the trade.

There is a big section of the office given over to chairs and tables where customers are made at home, and the officers are never too busy to talk to the merchants who are handling their line. As Chicago is fairly accessible, there are always some dealers in town, and no effort is spared to make the most of these opportunities to build friendship and establish the personal relationship that makes not only for good feeling but for permanent business.

INTIMATE KNOWLEDGE OF LOCAL
NEWS HAPPENINGS

Knowing what is going on in each merchant's territory is an advantage in that it enables the company to "boost" each section intelligently; and every merchant likes to hear his town and his community boosted by someone who knows what he is talking about. In one of the business paper ads, telling about The Toggery, the store of its dealer at Albany, Ore., this reference to local conditions was made.

"They have a way of doing new things out there in Albany. It's the center of the Loganberry district, and you know what a sensation these berries have caused.

"The Toggery is typical of the Oregon spirit of industry and enterprise."

It's safe to say that there are very few accounts on the books of Hart Schaffner & Marx that are merely accounts, and are considered only from the dollars-and-cents standpoint. That is why they do not adhere strictly to one policy with regard to the matter of agencies. In some towns they have but one agent; in others, they have two or more. The question of whether to establish an exclusive agency with one store is decided with all of the facts in view; and, of course, the information that is at hand regarding the dealer, personally and in relation to his community, helps a lot in determining what to do in a given case.

You can't know too much about Mr. Dealer.

Just as Many at Twenty Cents

The first eleven news company branches to report on news-stand sales of The Delineator at the increased price of twenty cents, state that there is no indication of a lessening demand. The cities reporting are:

Nashville, Baltimore,
Troy, Worcester,
Louisville, Syracuse,
Springfield (Mass.),
Columbus, Buffalo,
Minneapolis, Newark.

The Delineator



Brunswick

The Brunswick-Blake-Collender Co., manufacturer of posters, has been entrusted the placing of their Poster Advertising campaign.

They are doing so for the reason that they have been in the business of posterization over a period of many years, and with this long experience, on a solid foundation, the keystone of which is the satisfaction of our clients.

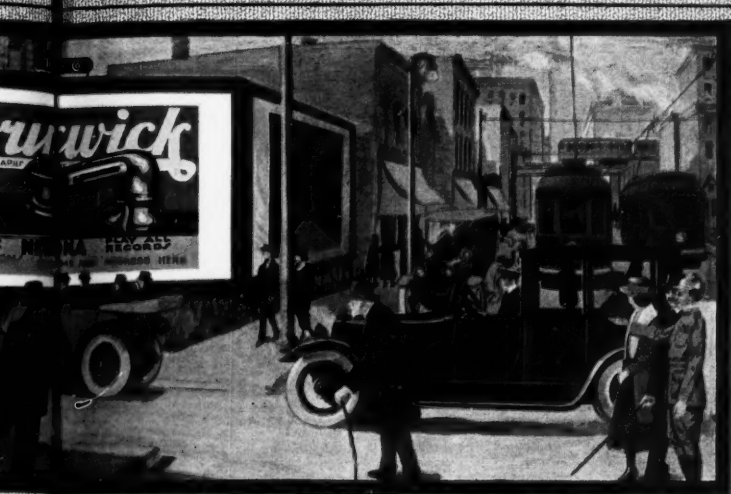
We have the largest staff of recognized Poster Artists, a large staff, backed by the facilities and equipment of a large business, with the utmost efficiency and productiveness possible in the business of Poster Advertising.

We invite consultation.

CHICAGO

Thos. (ac)

Largest Advertising Agency



Brunswick Phonographs

Co., manufacturers of Brunswick Phonographs, have
Adver campaign to us.

they been impressed with the growth of our organ-
and wise knowledge that this growth is built upon a
ch is goal of rendering the highest type of service to

d Post advertising Specialists in the field to-day. This
ipment our organization, assures the Advertiser the
is possible to secure through the medium of Poster

os. (ack Co.

NEW YORK

Advertiser Company in the World

Service-Loyalty

We have always given our customers *service* and will still continue to give the same service *without interruption*.

We are called upon to test our *loyalty* in giving up our quarters to the Government for the purpose of the war.

We need our customers' *loyalty* to us, and will guarantee to give every reasonable service in return.

CHARLES FRANCIS PRESS

Printing Crafts Building

461 Eighth Ave., New York

'Phone 3210 Greeley

Advertising Carries Troy Wagon Works Co. Over Trying Change of Market

When Sales of Wagons Fell Off the Company Turned to Trailers for Trucks—Support of Truck Makers Gained After Opposition

IT would be no novelty to record the history of a business that declined because changed conditions left it stranded. But it is always suggestive to show how a manufacturer has made success come out of imminent disaster.

A case in point is the Troy Wagon Works Company, of Troy, Ohio.

For over thirty years it has made horse-drawn farm wagons. But there came a time when it was necessary to adapt itself to new conditions or go out of business.

Competition became continually keener in the farm wagon line. The demand at the same time was decreasing. There were several reasons for this, and one of these was the advent of better roads. There was less wear and tear on wagons, and they lasted longer. Another thing, hauls became shorter. Instead of hauling by wagon sixteen miles to town, the hauls were reduced to, say, three miles—to the trolley.

The first move of the company was to make horse-drawn dump wagons, which it went into some fifteen years ago. "This brought us into the contracting field," said R. C. Sykes, sales manager, to a representative of PRINTERS' INK, "and road work in particular. About ten years ago we ran across many contractors who were using traction engines to pull their wagons. One engine could pull a string of four to eight ordinary dump wagons, but the operation was far from satisfactory, for the reason that the wagons would not keep in the road and would veer from one side of the road to the other.

"One day a contractor came to us and said that what was needed

was wagons that would 'track' and would also run in either direction. With ordinary wagons it would take a thirty-acre field to turn a whole train. So we designed a reversible, or double-ended wagon for use with traction engines.

"These wagons were built for traction engine speed, which was about two miles per hour. They had wood frames and steel wheels and sold at an average price of about \$300.

EVOLUTION OF THE TRAILER

"About six years ago two firms, one at Sioux City and one at Grand Rapids, began to operate their Troy Reversible Wagons as trailers behind motor trucks without saying anything to us about it. The wagons had a guaranteed capacity of five tons, and we were very much puzzled when we were informed by our customers that the wagons were going to pieces under this load. An investigation showed us they were being used behind high-speed motor trucks and that while they would track satisfactorily, they were simply falling to pieces because of the new strains induced by high-speed work.

"This led to a very careful investigation on our part, first to find out what would be the market for trailers built especially for use with motor trucks, and, second, if there was a market, what sort of vehicle would be necessary to stand the shocks and strains. We very soon became convinced that the field was big, and, with the growth of the motor truck, would become immense.

"It then took two to three years of careful experimenting before we got out a satisfactory motor-truck trailer. We had estimated

We had something entirely new which seemed contrary to their interests in every way and did not, on the face of it, look practical and feasible. The motor truck itself was so much in its infancy that the manufacturers and salesmen had more than they could possibly do to take care of their own problems. They didn't have time to stop and investigate the trailer as exhaustively as it required; and when we did the investigating, it was natural that they should not take our facts as 100 per cent correct until we had forced the trailer idea, and Troy trailers in particular, into a very prominent position by national advertising."

Securing the motor-truck industry's co-operation is one of the main things that the Troy advertising has accomplished. The company now has the fullest possible support of the entire truck industry. It was done by taking their message direct to the ultimate user and selling him on the trailer idea. Then the truck people fell in line. And it was essential that they should—for a trailer is nothing at all without a truck to pull it. The company played its trump card with its national campaign of advertising—but that card has taken all the tricks in the deck.

The truck people now *push* the sale of trailers. Three of the largest truck companies have just issued folders which are devoted exclusively to Troy trailers—and are for distribution to all the truck salesmen of these companies.

Aside from their own branch offices in such cities as New York, Detroit and Philadelphia, the trailers are sold through the motor-truck distributors. They aim to get the best distributor in each locality. One of his first duties is to go to all the other truck agents in his vicinity and get their co-operation. "We point out to the agents for every line of trucks," said Mr. Sykes, "that it is to their interest to push Troy trailers, even at a smaller commission than on some other line for which they

might secure the agency. Thus we aim to get the various truck agencies working for us, besides our own contracted distributors."

This is another thing that the advertising has done: caused the best truck dealers all over the country to seek the agency for trailers.

Several of the policies of the company show its far-visioned conception of business. Under all ordinary conditions it positively refuses ever to recommend any one make of motor truck. To do this amounts to the gravest sin possible in the organization.

Trailers won't be sold where conditions of haul, load, grade, etc., do not justify. "We know that trailers are not practicable under all conditions," Mr. Sykes said, "and where such is the case we absolutely refuse to sell. But to get just our fair percentage of the trailer business where the conditions are such that they can and should be used to get maximum efficiency out of the trucks, will more than tax a factory many times the size of ours."

ALL ADVERTISING AIMS TO CLEAR UP TECHNICAL DIFFICULTIES

All of the Troy literature—and the company issues a great deal of it for direct mail work, to back up or supplement its magazine pages—is informative and instructive of hauling problems and conditions, and is not full of mere claims for superiority of workmanship, construction, etc. One booklet that must be specially convincing to the man who does not know whether or not he can use a trailer to advantage is entitled, "How to Figure What Your Truck Can Do." It contains charts and tables that will enable any truck user to determine what can be saved in time and money by adding a rear load. There is no note of solicitation in the booklet, and Mr. Sykes believes this is a fundamental reason why it has proved desirable for file purposes.

A leather file that has been placed with the various departments at Washington has been of

such service that a similar file, in cheaper form, is now being introduced for distribution among the traffic managers of the country's largest concerns. This aims to be a complete transportation file and additional information is furnished from time to time by the local branch or distributor.

The data book for the sales organization, in keeping with all the company's printed material, is valuable for the information it gives. There are a number of pages on the characteristics of various trucks. Recently the salesman for one of the company's distributors, who is also distributor for one of the best-known motor trucks, landed a truck order because of the information which had not been furnished him by the truck manufacturer, but with the data book he was better equipped than his competitors on this particular deal.

Photographs of trailers in action form an important part of the direct advertising as well as the periodical space. All the company's representatives have a large number of these photographs and, of course, no one make of truck is unduly featured.

Just now, when transportation facilities are at a premium, trailers can be especially valuable, and this fact is not lost sight of in the advertising. A dealer bulletin that has been issued regularly for more than two years, brings out this feature in recent numbers. One recent bulletin, for example, told of the experience of a Milwaukee manufacturer as follows:

Pawling & Harnischfeger are operating a five-ton Troy Trailer in conjunction with a five-ton Pierce-Arrow Truck. They recently had to solve the problem of hauling a 60-foot girder, weighing 13½ tons, from the Milwaukee Bridge Works to Pawling & Harnischfeger's plant, a distance of six miles.

If they shipped by freight, it would have taken at least a week under present conditions of freight, and required two freight cars to carry it.

They loaded the truck and trailer with the girder, resting about two-thirds of the weight of the girder on the trailer. They pulled the entire six miles on high gear in one and one-half hours.

There was no difficulty encountered in making turns, the only thing being to make a long radius curve. It was not even necessary for a man to steer the trailer around the corner.

Another of the bulletins told how the Liberty Loan Committee in Cleveland made effective use of a tractor and four Troy trailers during the campaign. Each trailer had an exhibit of various phases of the work that is being done in factory or shipyard. Of course, it was told how the train of trailers was operated through crowded streets without injury to the throngs or to the pavement or holding up street-car traffic.

At the first of the year the Troy company put out a little leaflet headed, "Is the Infant Healthy," and listed the trailer sales for the last four years:

1914	\$73,608.00
1915	432,856.55
1916	812,314.94
1917	2,441,948.00

During the first six months of 1918 the shipments ran over \$1,500,000, and the production for the year will probably be over \$3,000,000.

"There is absolutely no question," says Mr. Sykes, "that as long as the war lasts we can sell without a nickel's worth of advertising all the trailers we can possibly build. But we are going ahead with our national advertising on as big or a bigger scale than we have heretofore. It is the best insurance we know of. Competition is springing up fast for us, and having founded an industry, we intend to maintain leadership in it. Every dollar we invest in advertising now will save us five after the war."

Charles W. Barton Enlists As Aviator

Charles W. Barton, assistant general sales and advertising manager of the American Chicco Company, New York, has resigned to enlist as a flier in the Naval Aviation Corps.

P. L. Berverschuur, formerly in the Chicago office of *The Farm Journal*, Philadelphia, has resigned. He has not announced his business plans for the future.

PHILADELPHIA MARKET REPORTS

**Decline in Corn Market
Cheese Market Firmer
Provisions Stronger**

The market for butter yesterday was firm under light offerings and a fairly active demand. Prices were a good deal better for eggs and calves were well supported. Cattle and veal, with fairly good offerings at the late delivery market, were strong. Pork was steady. Lard was quiet and unchanged. Beef was quiet and steady. There was a moderate falling movement in provisions and some other commodities.

PHILADELPHIA, Dec. 10, 1910.
The market for wheat and other grains was quiet. The market for corn was quiet. The market for cotton was quiet. The market for sugar was quiet. The market for oil was quiet. The market for flour was quiet. The market for other commodities was quiet.

PUBLIC LEDGER-PHILA

CITY LISTING

Advertisements for city listing, including names and addresses of residents, businesses, and organizations. The listing is organized alphabetically by last name.

Another Extension OF OUR Daily Motor Truck Express

WE ARE EXTENDING OUR SERVICE AS RAPIDLY AS
ADDITIONAL MOTOR TRUCKS CAN BE SECURED, AND ARE
NOW READY TO ANNOUNCE DIRECT SERVICE TO

Reading, Pa.

IN ADDITION TO OUR ESTABLISHED SERVICE TO
New York and Baltimore

TRUCKS LEAVE DAILY AT 5 P. M.

Beam-Fletcher Corp.

New York Philadelphia Baltimore
Dry & Washington 525 Market St. 20 E. Pratt St.

DAY MOTOR FREIGHT NIGHT SERVICE

BETWEEN
NEW YORK and PHILADELPHIA

Express
Overnight
Service

Rate per ton
\$70c

Receiving Station
Receiving Station

A New Departure in Motor Truck Delivery

GREENHOLTER PHILA. & NEW YORK EXPRESS CO., Inc.

MAIN OFFICE, 211-23 N. BROAD ST., PHILADELPHIA, PA.
PAUL GREENHOLTER, President NEW YORK, 22-24 N. BROAD ST.
PHILADELPHIA, PA. NEW YORK, N. Y.

DAILY SERVICE NEW YORK & PHILADELPHIA

1 lb. to loads of 10,000
The carefully handled
direct to destination.

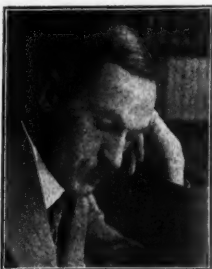
Reduced reproduction of 100-line advertisement of the Beam-Fletcher Transportation Co. in the PUBLIC LEDGER Business Section.

\$30 PUBLIC LEDGER Ad Worth \$1000 to Motor Express Company

"THE issue of the PUBLIC LEDGER in which our advertisement appeared was worth, conservatively speaking, at least \$1000 to us," said Perry E. Beam, president of the Beam-Fletcher Transportation Co., a \$500,000 concern, in discussing the extension of his company's motor truck express service and its value to the retailers and wholesalers of Philadelphia. "We never doubted that there was a big field open to us," continued Mr. Beam, "but if we had had any misgivings on the subject, the flood of responses

which followed our announcement that we would open a motor-express service to Easton, Reading, Lancaster and other nearby points would have settled the matter. Before I reached my office that morning the replies began to pile in. By wire and by mail, by long-distance 'phone and by special delivery they came—requesting further information as to the precise day when we would commence operations, our prices for their service, etc. I did not count the replies, but there must have been a hundred of them."

(Reprinted from the Retail Public Ledger)



GEORGE A. SUTTON
Director of publicity to the National War Savings Committee. Primarily responsible for the methods which have raised \$44,000,000,000 for the war. Now raising \$125,000,000 weekly.



WAREHAM SMITH
Founder and first President of the Aldwych Club, London. Chairman of a Committee which organized and carried out the "Business Men's Week." Director of advertising of the "Daily Mail" and other publications.



H. HOLFORD BOTTOMLEY, C. B. E.
Has played important part in the advertising of the War Loan since its inception. Originator of the "Tank Bank"—recently decorated by the King for services in this connection.

Achievements of Men in the

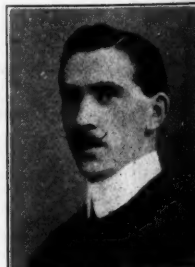
By VAN HER

Over 85% of the men engaged in the advertising business in Great Britain are in the fighting forces, thousands of them have made the supreme sacrifice, the oldsters—the women—the discharged wounded soldiers and sailors—are "carrying on" splendidly

Advertising has played an important part in Britain's efforts, it helped to raise an army of 5½ million Volunteers (5/8ths of Britain's army of 8½ million enlisted voluntarily). It helped to raise \$44,000,000,000 to finance the war (18,000,000—1/3rd—of its population have invested in war funds.) It has helped to raise over \$8,000,000 for the relief of the destitute and wounded of our Allies. It raised over \$10,000,000 for our



J. DODDS
Director of Advertising of the Hulton Newspapers, in London and Manchester. In spite of his reputation for obtaining top prices he is one of the most popular men in the British advertising field.



JOHN C. BRUCE
Chairman of the publicity section—Scottish War Savings Committee. Largely responsible for the great success of "War Weapons Week" in Scotland. President General B. Posting Co., Ltd., Edinburgh.

GEORGE
as the adver
of Scott's Ex
Achieved a
in 18 hon
for "44"
when 146
ained by a

British Advertising the World War

VAN HER

a wounded, blinded and crippled heroes. Its aid an army of 5,000,000 splendid men were induced to volunteer for national work in munition and other factories, etc.

publicity men of America, as yet the majority of you are out of the range of the war, when you are called you will, I know, willingly to your duty—meanwhile, you "do your bit" by using your great talents and influence in selling the war to your public—in telling them of the efforts of your countrymen. From your office desk you can fire a long range gun on the enemy of Democracy and Liberty—load up and do your share.



CHARLES F. HIGHAM

Writer of the Recruiting Appeal for Kitchener's army. Wrote copy for the five billion dollar Victory War Loan Appeal. Honorary advertising advisor of the National War Savings Committee and many other great departments.



GEORGE W. KETTLE

Head of the Dorland Agency, London. Planned the bread rationing scheme which proved so successful in England.



GEORGE NAYLOR
is the advertising and selling agent for Scott's Emulsion in England. Achieved a record by placing in 48 hours the lay-outs for "Business Men's" when \$400,000,000 was raised by advertising.



PAUL E. DERRICK
Principal of The Derrick Advertising Agency, London. Advertising adviser to the National Service Department of the British Government. Author of "How to Reduce Selling Costs."



W. B. ROBERTSON

Chief of staff to Mr. G. A. Sutton. Advertising Manager of the most important group of magazines in Great Britain. The leading British authority on selling methods.

Sunset Magazine

OPPOSES

Zone Postal System

Sunset believes that the *Postal Zone System* is an attack upon the unity of national thought and action. Sunset fought this system with all its resources, will continue to fight it.

BUT—

Sunset, anticipating the effect of the Zone Rates, long ago started out to concentrate the bulk of its circulation in the Far Western states. The result has been an increase of more than 30 per cent during the past year on the Pacific Slope.

Sunset's aim is the dominant position in its home territory.

Sunset is the essential medium through which to reach the people of the Far West, and national advertisers, realizing this, are using Sunset to a greater extent than ever.

Sunset Magazine, Inc.

San Francisco, California

New York
220 West 42nd Street

Los Angeles
Story Building

Chicago
Peoples Gas Building

Seattle
Henry Building

Boston
6 Beacon Street

20 cents on newsstands everywhere; subscription
\$2.00 east of the Rockies; \$1.50 in the Far West.

Human Interest in Mail-Order Advertising

Variations of Appeal in Selling Books by Mail—Why "Hey Tom!" Pulls Better Than "He Walked with Kings"

By R. L. Burdick

GONE are the days of the glittering galaxy of generalities in the advertising of books. No more does old man Roget turn in his grave whenever a publisher issues a new volume. There is a great contrast between the methods of the old-time book advertiser and those of to-day. Compare, for a moment, the procedure. Let us say for the sake of illustration that suitable advertising copy was demanded for a book on apiculture.

The copy man of ancient days worked thus: He gazed abstractedly out of his window, wondered whether apiculture included the raising of monkeys, looked it up in the dictionary, and then lined out a statement of what, in his mind, such a book should be. In this he would sprinkle a generous dash of adjectives; and across the top he would slap a heading such as "A Particularly Timely Book." This he would decorate with six different kinds of border and shoot it off to the printer.

Seldom did he read the book; often he did not see it more than casually. What was the use? He knew what would sell books—adjectives. "Stirring, thrilling, unparalleled, a distinct contribution to the literature of the subject, the outstanding volume in its field by an author of wide practical experience." That was the stuff.

But to-day the copy man takes his book off in a corner and wrestles with it. He takes it home and reads it to his family. He examines every punctuation mark for material. He looks for two things: will the book help the reader "get ahead" or will it take the "sob story" type of copy? Either will do.

If he decides on the former type, he evolves endless statistics

to prove the tremendous birth-rate of bees, their untiring honey-gathering proclivities, the astonishing honey-consuming appetite of the Great American Public, and the millions of dollars made by one man who kept three bees in accordance with the methods shown exclusively in this book.

Or, if he feels in the "sob" mood, he calls for a picture of a barefoot boy speeding across a field, clutching his southernmost portion, and trailing out behind a sinuous perspective of angry bees. He heads this, "Did you ever?" and goes on, "Member the day you went out in the little ole orchard and saw the busy ole bees a'slap-dashin' around? An' how you bunked spang into a hull swarm of 'em an' they all lit on you to oncet? An' how Dad walloped you 'n said he'd learn you to leave them bees be? 'N after 'twas all over you ast Mom 'bout the bees 'n she tole you the *wunnerfullest* story how they—but there, read it for yourself. Bring back those happy firelight memories by reading—"

Shorn of their exaggeration, those instances represent the difference between copy of to-day and that of fifteen years ago. One publisher summed up the present kind of copy by saying that the appeal is either to *self* or *sex*, usually mentioned in polite society as ambition and romance.

LIVING WATERS FLOW FROM THE HARD ROCK

There is almost no limit to the kind of book which can be sold in this way. Expense books are heralded by stories of the financial millennium and domestic bliss; textbooks invariably increase the readers' salaries; French dictionaries are advertised with sob tales

to soldiers' sweethearts as gift books for their dear ones. Novels, essays, poetry, all flourish under the banner of the story-advertisement or the inspirational sermon. Recently a successful advertisement has appeared telling a heart-rending story to sell a volume on a subject about which we "ought to know" so much. We may soon expect to see books of logarithms exploited on a home-and-mother basis.

The change in the style of book advertising was due more to accident than to design. No deep study of psychology or of any trend of the times was responsible for the alteration. To be sure, it followed the general evolution of advertising which has led of recent years to a more specialized type of copy for mail-order advertising, and it is natural that when books grew more and more into the mail-order field their advertising should follow suit. But the new kind of copy was built up from hindsight rather than from foresight; it is the survival of the fittest.

The originator of the O. Henry and Mark Twain story-advertisements has this to say about their start: "It just happened, that's all. We found that the old ads were not paying and we had to do something different. The 'Finish this for yourself' idea came to me one evening and I scratched off a page ad along that line. When tried out in competition with one of the old ads it brought better results."

Since the introduction of these story and inspiration appeals, considerable progress has been made in developing the first crude copy to greater effectiveness. Through close observation of results certain rather definite principles have been found. The correspondence schools have taken up this type of copy and experimented exhaustively in its use.

The direct and prompt returns from this advertising simplify the task of copy building, as it is possible to determine the effect of any particular piece of copy before it is used extensively.

Some advertisers of books have even dug into the results so deeply that they can, by trying out an advertisement in an inexpensive medium, predict with close accuracy how the same copy will pull in several higher-priced magazines. Again, they can judge with fair exactness the seasonal variation in sales to be expected from any one advertisement by trying it out a few times. This is accomplished by the tabulation of returns on similar copy over a considerable period.

COMPARATIVE RESULTS FROM TWO STYLES OF ADVERTISING

As an instance to show the importance of experiment rather than arbitrary decision in formulating book copy, the following is illuminating: A certain publisher of technical books has on his list a pocket encyclopædia of a specialized branch of mining. The book is useful alike to the miner and the mine owner, and all grades between. From this fact, there was no class limitation to the appeal that could be used.

The book was advertised regularly in a technical magazine whose circulation might naturally be assumed to be among the executives of mines rather than among the miners. And the price of the book was such as to make the best market appear to be among the men higher up in the mining profession. For these two reasons the "high-brow" appeal was used.

The usefulness of the book for reference was emphasized; its completeness, accuracy and convenient form were headlined; it was even called a dictionary of the subject. Everything that would attract the technical mining man was brought out, and yet the results were not entirely satisfactory.

But in the spirit of experiment one advertisement was tried with a "low-brow" appeal—the raise-your-pay kind. This proved more successful than any of the others; not startlingly so, but enough to indicate its effectiveness. The



Careful analysis of Leslie's half-million homes shows that

58% of our subscribers are *employers*

42% are *employees*

This is another way of bringing home to you the purchasing power of Leslie's 470,000 who spend \$2,350,000 a year for Leslie's itself. (That's far more than any other similar number of subscribers spend for any periodical in the world.)

The employer of other men naturally has a better-than-average income, and resultant purchasing power.

A great many of these 197,000 employees work for these same 273,000 employers.

But remember also that all of them have incomes large enough to permit of their subscribing to the highest-priced periodical in America:

Leslie's

Illustrated Weekly Newspaper

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



"The Red Harvest on the Piave"
is told by "Jimmy" Hare, greatest of
war photographers, in Leslie's this
week and next.

(This is the ninth of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The tenth will appear in an early issue.)

A Big Word and A Big Idea

By BERT MOSES

ONE of the biggest words in the English language is "Concentration"—the bringing of things to a common center.

Concentration is the vital idea in war and the vital idea in business.

Particularly in advertising is concentration the factor which looms largest, and which perhaps overshadows all other considerations.

Men in advertising differ as to this thing and as to that, but nearly all men who carry deep advertising scars—who have passed through the scorching fire of experience are agreed upon this basic principle:

"Concentrate your forces—focus upon a common center—attack in the mass and hit hard."

And so in choosing newspapers in which to advertise this big idea of concentration is easily first and foremost.

The Chicago Daily News sells nearly Four Hundred Thousand copies each issue—the exact figures for July being 370,833.

86 per cent of this circulation is within the city limits of Chicago, while 94 per cent is within a forty-mile radius of Chicago.

This, I believe, is the most highly concentrated circulation in the United States of America, and I doubt if it can be duplicated anywhere else in the world.

Things do not "just happen"—

Why this ad was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of the Chicago Daily News, and said, among other things:

"I want you to authorize me to write a series of advertisements for The Chicago Daily News. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real Chicago Daily News is pictured in type to the public as it actually is."

"The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me. . . . When I get through writing this series I am sure you will better understand The Chicago Daily News. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then, what do you say?"

And Mr. Woodward said: "Go to it!"

always and forever is there a reason for everything.

And the reason for this concentration in circulation in Chicago is that the publisher of The Daily News has so persistently centered upon the idea of printing a Chicago paper for Chicago people that he has outdistanced all competition and succeeded.

The Chicago Daily News thus represents in concrete form the vital principle of concentration in advertising.

It is America's most noteworthy local medium.

It offers advertisers an opportunity to cover the great Chicago field by mass attack—by focusing attention upon a given spot—by the mighty plan of Concentration.

The idea of concentration is not new.

It goes back to the time when Reason and Logic were evolved in the human brain.

Because of its great antiquity the idea is often overlooked, and today many advertisers look at total circulations without analyzing the divisions that make up the totals.

In the Chicago Daily News the advertiser gets a mighty total, and 94 per cent of that total is bunched in the one spot where the greatest results are to be found.

The readers of The Chicago Daily News are so closely identified with the merchandising of Chicago that the analogy is perhaps without parallel anywhere.

publisher did not abandon his original appeal, but modified both and worked them in together to a still better advertisement.

On the other side of this picture is the sometimes flat failure of copy built on the precedent of results. Now and then, just as the copy man thinks he has brought his advertisement up to the 100 per cent mark, the whole thing goes dead. This is sometimes due to a too great straining after an effect and partly due to the many factors governing book advertising. Some of these influences are obvious, like the seasonal demand, the timeliness of the copy, and the position of the advertisement. Others, less easily traced, are financial depression, competition and the general capriciousness of the purchasing public.

Frequently the copy writer is unable to find any reason for the failure, search how he may, and ends by heaving the results box at the office cat. In practice the copy is always a compromise between the horse sense of the copy man and the box office receipts, a condition not especially peculiar to book advertising.

DELVING INTO THE "HOW" OF THINGS

The copy writer has, however, certain fundamental appeals which he can use in starting a campaign or to fall back upon in case of shortage of skilled labor in his idea factory. For instance, in selling books which have to do with self-advancement, there is an intrinsic force in saying that they contain the *secrets* of success, that they enable the reader to master the *secrets* of electricity, and so on.

We Americans pride ourselves on being above any lure of the mysterious or hocus-pocus; we scorn the love-philtres of our grandfathers. But when we lay aside our pose of Virtuous Business Man and settle down stocking-footed in our snugly Morris chairs at home we hark to that siren appeal as of yore.

The legitimate use of this appeal is exemplified in two recent advertisements of a book of

biographies. The heads read: "The Most Vital Questions You Can Ask—Now Answered for You by ——" and, "Getting Behind the Scenes with Big Men." Whatever promises to let one in on the ground floor ahead of someone else seems to pull well.

Another successful appeal used with getting-ahead-in-life books is the so-called inspirational story of achievement by someone who has read the book or books and followed the directions. In many cases these tales are pure fiction in their details, but, surprising as it may seem, they are either true in their essentials or have their parallel in fact. (Of course this applies only to the firms of good standing.) Few of them are exaggerated; many cases that on the surface appear to be unadulterated imagination occurred exactly as told.

What is more, to the copy writer's grief, there are authentic stories in the publishers' files that are true but sound so impossible that they cannot be used. Would you, for instance, believe that any man could jump his income from \$50 to \$5,000 a week as the result of studying *one* book? Wouldn't you be tempted to put the Vigilance Committee on the trail of any publisher who claimed that? Yet a verified instance of just such an occurrence is recorded in the files of one publisher.

Closely akin to the "experience meeting" story are testimonials. The value of including laudatory comment upon the book in the copy is in proportion to its sincerity, its singling out the particular book or books as the best, and its *apparent* spontaneity. The indiscriminate use of testimonials is no more effective in selling books than it is in exploiting any other article.

The success of the right kind of comment was vividly demonstrated in the advertising of Frank H. Simonds' books on the war. There were (and are) so many books on the war—good, bad and indifferent—that the reading public is bewildered in making a choice. Mr. Simonds' vol-

umes made no unusual splash until the copy writer for them secured, from the greatest ex-President living on Long Island, a letter which defined these books as the right ones for the man or woman who wanted to get the best account of the war. This testimonial was used with remarkable effect in the next copy for the books. Of course, the name of the man helped, but the strength of his letter, from the selling point of view, lay in its singling out these books instead of giving generalized praise that might fit any war books.

SOMETIMES A LOOK AT TABLE OF CONTENTS HELPS

The value of using the Table of Contents in book advertising is a mooted point, and can be determined only by individual trial. The general tendency is to work it into the copy in a descriptive way or else to separate it entirely by putting the chapter headings in a box. Of itself the list of chapters shows no particular selling force; it is more often defensively necessary to satisfy the reader that he is not buying a porker in a sunbonnet.

But when the contents are linked up with some appeal in the copy, as specific illustration of an argument, its value is greatly increased. One effective way of using the chapter headings is to turn them into questions prefaced by some form of "Do You Know?" The ingenuity employed in making these queries arouses the reader's curiosity and desire determines their effectiveness.

The length of copy for books is not a matter over which the advertiser loses much sleep. Whether a page advertisement is set in 10-point or in 6-point seems to have little effect upon the results if the appeal is complete. As a rule long copy, even crowded copy, is employed. It seems to be a peculiarity of the book-buying public to be willing to strain its eyes to the limit in reading book copy. One might almost classify the public into two divisions: the chronic book buyers and those

who don't read books at all. Once a man or woman buys a book he contracts a devastating fever which can be relieved only by taking allopathic doses of book advertisements, and which leaves upon him the habit of return coupon signing. The others never see the advertisement, so the length or shortness of the copy affects them not at all.

There is little distinction made between the copy to sell single books and that for sets of books. If the book is one to warrant it, the copy writer can go into just as extensive raptures over one volume as over a dozen, with as good results. Usually higher selling costs are allowed for single books by the publishers in fixing prices, and therefore he can afford to use proportionately more space.

One distinction is a greater seriousness of tone in the copy for sets of books. The buying of a single book is a casual sort of thing in which the purchaser is actuated mainly by temporary desire; but when the outlay is considerable, as in the case of a set, the buyer must be made to "get religion" hard before he can be landed in the seats of the blessed.

Another feature of advertising sets of books is the unusual emphasis put upon the instalment payment plan. This differs little from the copy for any instalment article, but the results demonstrate with unusual vividness the value of playing up small payments. It has not been found so successful to say "only 7 cents a day" as to mention the larger, but still moderate, monthly payments.

The Encyclopædia Britannica Corporation in 1911 made arrangement for quarterly payments as well as monthly ones, but the majority of the instalment purchasers adopted the monthly plan. Viewed from the angle of results, the monthly payment plan is most convenient and that unit of price is most attractive.

Little need be said here about the strength of the free examination offer. Its use is so universal in selling books as to guarantee

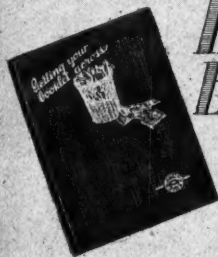


Economical

Cloth bindings are economical because they deliver the goods in the modern, waste-saving way. When the profits from the extra orders they produce are considered, they are much less expensive than paper covers.

This is true because a cloth-bound booklet or catalog is not flung into the waste basket or shunted at random from department to department. It makes the good first impression that lands it on the proper desk. Its permanent, substantial appearance commands attention and suggests its filing for future reference.

Your printer or binder will quote you on binding your sales literature in



Interlaken

Book Cloth

The standard since 1883

Write today for our cloth-bound booklet, "Getting Your Booklet Across." It gives some interesting facts about the economy of cloth covers. Address Interlaken Mills, Providence, R. I.

its value. So far as statistics show, there is no appreciable difference in the effect of various lengths of examination periods. Five, ten and thirty day privileges result much alike. The question is one of credit and finance, rather than of copy.

Since the United States entered the war there has been little change in book advertising copy. A few attempts have been made to sell books on the win-the-war basis or through patriotic motives, but unless the volumes were really war books, or closely allied, the results have been unfavorable. It is difficult to link up successfully any keep-the-home-fires-burning appeal with a volume that tells you how to remember the dates on sixteen dollar bills fourteen days and six minutes after you have seen them.

If there is any difference at all it is in the opposite direction. People are getting so much serious reading and war stories on the front pages of their daily papers that they are not strongly aroused by heavy preaching or tearful tales in the book advertising columns. They want diversion; and the copy that promises this is more apt to appeal.

And that is why "Hey, Tom!" pulls better than "He Walked with Kings." Even the excellent and lovable picture of Mark Twain which illustrated the latter copy (the one in which he seemed, inadvertently, to be choking a kitten) cannot measure up to the dripping, skinny youngster waist-deep in the old swimming hole.

Prizes Given for Ship Building Posters

THE Poster Competition conducted jointly by the National Service Section of the Emergency Fleet Corporation, the National Committee of Patriotic Societies, and the New York *Sun* has been concluded. This competition was described by The Schoolmaster in PRINTERS' INK of June 27. The

prizes totalled \$1,000, ranging from \$300 to \$10, and were divided into several classes. The awards are:

Class for artists and art students—First prize, E. Hopper, New York, "Smash the Hun"; second prize, John O. Todhal, New York, "Build to Kill"; third prize, David Robinson, New York, "Work."

Class for sailors and soldiers—First prize, William A. Loomis, Camp Grant, Ill., "They Wait, Work"; second prize, William C. Hoople, Pelham Bay, "Wood, Iron, Steel and Men"; third prize, Peter Thorwald Jensen, Camp Grant, Ill., "Don't Let Them Wait"; honorable mention, Frank Henley, Brooklyn, "Loyal."

Shipyard and industrial workers—First prize, Arthur Hutchins, Boston, "On the Firing Line"; second, Stanley R. H. Rogers, Medford, Mass., "United We Stand"; third, Brython Jones, Chester, Pa., "Drive — Rush Ships"; honorable mention, W. G. Pomerene, Bay City, Mich., "The Man of the Hour."

School children—First prize, William H. Hoffman, Jr., Savannah, Ga., "Strengthen America"; second, Douglass E. Parshall, Santa Barbara, Cal., "Help to Build the Kaiser's Coffin"; third, George Kenyon, "Join the Riveters' Gang and Down the Potsdam Gang"; honorable mention, Rosalie Landman, New York, "Ships Carry Munitions — Help Build Them."

Leave "Good Furniture Magazine"

N. W. Doorly for the past four years advertising manager of the New York office of *Good Furniture Magazine*, Grand Rapids Mich., is now connected with the Fairchild Co., New York.

John Wilde, of the New York office of *Good Furniture Magazine*, has enlisted in the Royal Flying Corps.

Joins Dooley Brennan

Robert A. Wallace, who was on the copy and merchandising staff of the Nichols-Finn Advertising Company, Chicago, has joined the copy and merchandising staff of the Dooley-Brennan Company, of the same city.

Individuality and Originality are Characteristics of Cargill Books



Your Printed Matter Must Represent You *and Your Product*

YOUR catalogs and other selling material are sent, to some extent, to people who know relatively little of your Company and your product, and wholly to people to whom you desire to sell something.

It is just as much your representative as are the salesmen you employ. It must, like the salesman, first interest the customer, then hold his attention while it presents your proposition in the most favorable manner. This cannot be done through printed matter that is mediocre.

The Cargill business has been built up to its present national character through the ability of the Cargill organization to produce books that represent the firm sending them out, in the most effective manner—books that are real, tangible selling forces.

The Cargill Company

Complete Printing Service

Grand Rapids, Michigan

The Municipal Kiosk As an Advertising Medium Abroad

A Means for Display Advertising Prevalent in Foreign Cities But Never Seen Here

HENRY A. GOETZ

TRAFFIC EXPERT

To the Board of Local Improvements of Chicago

The Chicago Plan Commission
The Chicago Tunnel Company

CHICAGO, July 27, 1918.

Editor of PRINTERS' INK:

I am looking up the Kiosk used in a number of cities to carry advertising. It is usually placed around the electric light pole. It is round or six sided and in it is placed the police alarm and the working tools of the sweepers. I have looked up photos and find them used in the following:

Bordeaux, Florence, Brussels, Rome, Mexico, Nevsky, Trieste, Madrid, Berlin, Paris.

I will be much obliged if you can tell me where I can get pictures of street scenes showing them. I am doing this for the city of Chicago.

HENRY A. GOETZ.

THE street kiosk as an advertising medium is peculiarly a European institution. As this inquirer states, it is usually round or hexagonal, something like police signal boxes to be found in some American cities. It is true that it is often used abroad as a police alarm box or repository for street cleaners' tools, but it serves for divers other purposes as well. It may be a public comfort station, or a booth for the sale of newspapers, candy, tobacco, souvenirs, etc.

In many foreign cities it and the street-car sides are practically the only medium for outdoor advertising, as posters and painted signs as we know them are forbidden or restricted by the municipality. Its incidental use for this purpose is generally prevalent in the French cities. The type of kiosk used in the city of Tours, it is said, is regarded as a model.

The location of the kiosks at street intersections where space would not permit of any larger structure and where traffic conditions are unfavorable for anything in the nature of push-cart merchandising makes these compact little structures ideal for newsstands, etc. They afford extremely advantageous position.

The sides generally have stan-



© Underwood & Underwood, N. Y.

MADRID SCENE, SHOWING SEVERAL KIOSKS

dard spaces for sale, into which cards fit or stickers are pasted. Sometimes the advertisements are painted on. In some instances the upper sections are fitted with glass signs or transparencies which are illuminated at night.

The lease concession for the use of the kiosk for shopkeeping and advertising purposes is in the hands of the city or town, which gets some revenue from this source. The shopkeeping and advertising concessions are usually separate. As the number of

kiosks is restricted, and as their sites are generally where pedestrian traffic is heaviest, the concessions are very valuable. It is said that there are generally more applications for leases than there are kiosks. Before the war, in many French cities the lease of a kiosk for shopkeeping privileges was allowed only to military or naval veterans or their widows.

As to where views of street scenes showing such kiosks may be found, the best place to seek is in the pictorial news departments of some of our large photographers or moving-picture concerns. These departments have photographs on all subjects, classified to some extent. A representative of PRINTERS' INK visited just one such department and in half an hour dug up several splendid examples of foreign street scenes with one or more of these kiosks showing up prominently in Paris, Madrid, Barcelona and Brussels, displaying cards advertising Maggi, Bijoux Fix, Amer Cusenier, Job, Zig Zag and similar articles.

Our correspondent may be interested in the circumstance that officials of the United States Weather Bureau a few years ago made something of a study of the subject of kiosks incident to the adoption of the standard type of kiosk which is now in use at various points throughout the country as a shelter for thermometers and other recording instruments, and a display case for the daily forecasts, the weather map, and other announcements by the Weather Bureau. The Weather Bureau kiosks—square metal structures with glass display cases on the four sides—do not approximate, of course, in character or function the European kiosks, but they present a type of construction that might answer all the purposes of a kiosk designed to shelter a fire alarm or police patrol box, or serve as a receptacle for small tools, etc., and "pay its way" through rental of advertising locations. The United States Treasury in its sidewalk selling of Liberty Loan bonds and War Savings Stamps has employed va-

rious types of stands suggestive of a kiosk, notably the structures in simulation of huge projectiles which have place on street corners in the business district of the national capital and the exterior of which has served for advertising display.—[Ed. PRINTERS' INK.]

Patterns in News Pages Sometimes "Advertising"

Under a recent ruling of the Post Office Department, fashion and embroidery designs in a publication, even though printed in the editorial pages, may be construed as advertising under the Postal Zone Law, and pay full rates as advertising.

A recent memorandum to publishers sent by W. W. Carlisle, postmaster of Chicago, says:

"Fashion and embroidery designs, patterns, etc., when these designs are identified by numbers for use in purchasing the patterns from the publisher, the prices being stated in connection with the descriptions, such matter clearly constitutes matter devoted to advertisements within the contemplation of the Act of October 3, 1917. However, should all reference to the prices of patterns and the sale thereof be eliminated and the matter pertaining to the fashion and embroidery designs and the descriptions thereof continue to form only an incidental feature of the publication, the same would under these conditions be regarded as matter other than advertisements in determining the rates of postage chargeable on copies of the publication, provided that in the event the publishers should see fit to insert a display advertisement announcing the conditions under which patterns may be obtained, the number or the descriptions of the designs shown in the publications are not used or referred to in such advertisements or in any way identified therewith."

White Company Working to Capacity

The United States and French Governments are taking so many of its trucks that the White Company, Cleveland, advertises that deliveries of commercial units are seriously affected.

While commercial orders will be delayed, the advertisement says, "there will be no interruption in the making and distributing of parts, which will continue to be supplied as promptly and as abundantly as ever. White service will efficiently provide for the many thousands of White trucks operating in all parts of the country."

"The company makes this public explanation for the assurance and protection of its innumerable customers and prospective customers, in the confident belief that they will recognize and approve a course of action which puts the national welfare first."

MARMON will continue advertising whether they build cars or not

NORDYKE & MARMON COMPANY

ESTABLISHED 1881

INDIANAPOLIS, IND., U.S.A.

Mr. Howard P. Ruggles,
Ruggles & Brainard, Inc.
200 Fifth Ave.,
New York, N. Y.

August 14, 1918

My dear Mr. Ruggles:

Your communication of August 9th suggests a rather large contract. The reasons why we are going to continue advertising whether we build motor cars or not during the war are so manifest and so many sided that it is rather hard to pick a concrete reason and give it to you.

In a general way it might be said that we discovered a few years ago that advertising properly conducted is a tangible and positive sales medium; that is, the reaction of advertising to sales was as positive as the sending of a salesman on the road. Now then, we have built up through this advertising a certain trade value, or good will. The exact dollars and cents value of this I would not undertake to say, but we all feel it is considerable, and we feel if we should drop out of the general field for a few years, that that value would be destroyed. Now, we feel that it is just as much up to us to keep that value up as it is to continue our fire insurance and sprinkler system expense, notwithstanding the fact that we may not be using the building at that particular moment.

Of course, it all depends on your own confidence in the future. If a manufacturer feels that the world has come to an end and that the sun will never shine again, I don't blame him for not advertising, but granting the fact that he believes the war will end some day and things will go back to normal, I cannot see how he can stop advertising any more than he can stop his insurance or any other fixed charges of the business.

Very sincerely yours,

H. Meskovic

H. Meskovic
a

Vice-President
Nordyke & Marmon Company

This is Courage and Confidence and Common Sense

Isn't it wiser to invest a moderate amount of money in advertising this year and next than to spend a much larger sum after the war is over?

If your Name and your Good Will are worth protecting and enhancing, "Carry on!"

Ruggles & Brainard Inc.

Color Pages in the Magazines

200 Fifth Avenue

New York

the war and motor boating

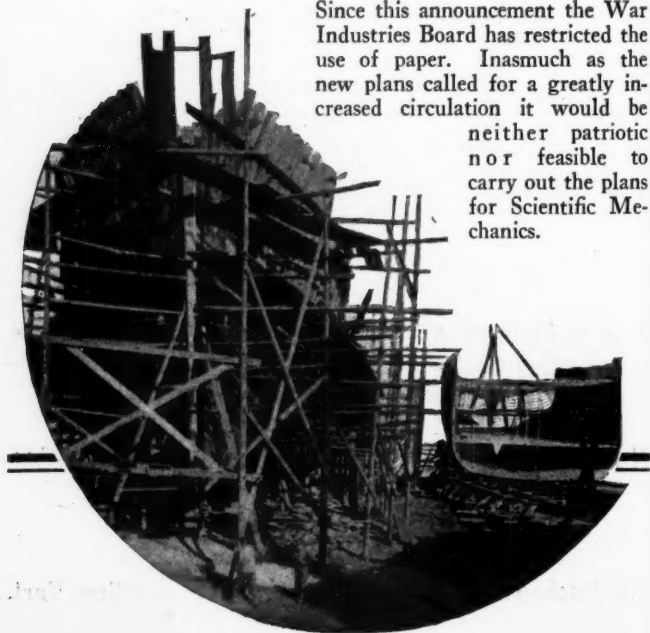
Countless thousands of young men from our best homes and universities are now on the water for the first time—as a part of our Navy and Naval Reserve.

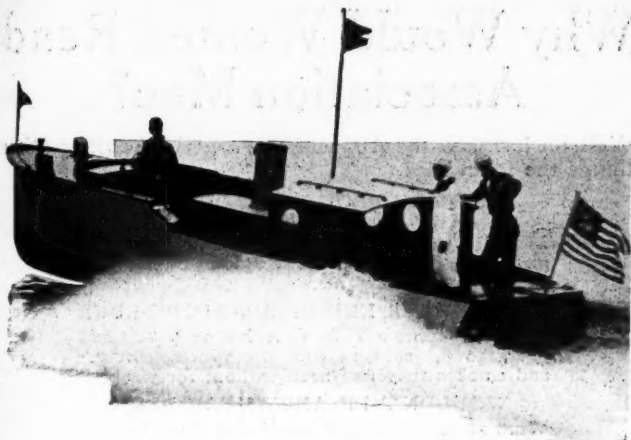
Many are on board motor boats. After the war is won many will become boat owners.

Many yachtsmen who turned their boats over to the Government will purchase new boats when boat yards are again available for private work.

MoToR BoatinG, the best known magazine in the marine field, recently announced a change of policy to include an editorial interest in popular scientific subjects in addition to its boating interest.

Since this announcement the War Industries Board has restricted the use of paper. Inasmuch as the new plans called for a greatly increased circulation it would be neither patriotic nor feasible to carry out the plans for Scientific Mechanics.





We have proved our ability to produce the most interesting boating magazine published. MoToR BoatinG has always had that reputation.

Now that the war is so notably developing a greater interest in boating, the future of a magazine devoted exclusively to motor boating subjects is more promising than ever.

MoToR BoatinG will hereafter appeal to dyed-in-the-wool motor boatmen as never before.

It has by far the largest circulation in the marine field (applicant for A. B. C. membership—the only one in this field) and the *intense* reader interest makes its columns valuable to any advertiser desiring to reach men, and especially so to all makers of boats and engines, spark plugs, carburetors, oil, paint, and dozens of other marine accessories and supplies.



(Applicant for membership in A. B. C.)

119 West Fortieth Street, New York

Why Would Women Read Association Men?

Well, for instance, the August issue contained among other things the following:

WE ARE PROUD OF YOU, SON

By JOHN KENDRICK BANGS

In which the former editor of Harper's Weekly gives some interesting observations of his trips among our fighting men.

ON THE BACK END OF A MOTOR TRUCK

Literally putting a Y. M. C. A. hut on wheels and going to the soldiers with the sweets, crackers and smokes they had been without for weeks.

WOULDN'T BE ANYWHERE ELSE

What an American girl has to say about her experiences as a Y. M. C. A. worker in France. It was a letter written to a friend but too good not to publish.

WANT TO TAKE A CHANCE?

By CLARENCE B. KELLAND

A "Y" man gets mixed up in the real thing and tells about it in a real way.

ALL THE COMFORTS OF HOME

BATTERY B NEEDS A BATH

ONE HANDSOME BLACK EYE

POOR LITTLE KID

and many other bits of humor and typical instances of what occur in the daily lives of our boys "over there."

Don't you think that the mothers, wives, sweethearts and sisters of these men want to read just such accounts of what the men are doing, thinking and saying? Indeed yes! Association Men is read in the homes by every member of the family. And the number of these homes, the best in the land, has more than doubled. The advertising rate is 75 cents a line. \$315 a page.



the class magazine of general interest

F. C. FREEMAN, Business Manager A. P. OPDYKE, Advertising Manager
347 Madison Avenue, New York
CHAS. L. EMRICH, 19 S. La Salle Street, Chicago, R. G. McHENRY

How Advertising Will Help "Put Over" the Next Draft

Big Campaign Sponsored by the Committee on Public Information Will Teach New Registrants Why, Where and How to Enroll

By Bruce Bliven

ON a certain day in September Uncle Sam will roll up his sleeves and do the biggest day's work of his life.

For on some one day during that month he will, if present plans go through, accomplish the military registration of the men included in the new draft ages which Congress is to fix in the revised manpower bill now pending.

Whether the ages in the new law will be 18 to 45, as the War Department desires, it is not possible to say when this is written. But even if the age limits are slightly changed it is probable that the registration will be a great deal larger than the one on June 5, 1917, when almost ten million men answered present to the country's roll call. The Provost Marshal General is planning on an increase of at least a third in the number of registrants, and that means that the number of draft officials must be increased correspondingly. And this year the final arrangements for the draft will have to be made in a desperate hurry. Class 1 in the present draft limits, among men of 21 to 31, will be entirely exhausted by October 1. Unless the Class 1 men in the new age limits are ready to be called during October, it will be necessary to call men for the October quota of 150,000 men from deferred classifications, which the War Department does not wish to do if it can possibly be avoided. In fact, the September quota of 200,000 men is larger by 100,000 men than the number of men estimated by the Provost Marshal General to be remaining in Class 1 on September first, and the only solution seems to be weekly enrollments of men who have become 21 during the previous week. Such enrollments would result in the secur-

ing of 80,000 Class 1 men for the September quota.

Getting the new enrollment of men accomplished as quickly as possible under the revised law is, therefore, a mightily important piece of business; and it is interesting to know that advertising is to play a big and vital rôle in accomplishing this titanic task. At the time of the first enrollment, last year, publicity in the news columns of the daily press was the chief instrument relied upon in acquainting the prospective registrants with their duties; there were also, of course, official announcements, but probably a very small percentage of those who registered received their first instructions from these. Profiting by the experience of last year, however, the Provost Marshal General's office is this year planning a tremendous and comprehensive advertising campaign which is to put over the idea of the new registration; to tell who has to register, and why, and where; and how to do it. Many forms of advertising will be used, and the total circulation will run into hundreds of millions.

WON'T RELY ON "PUBLICITY" THIS TIME

News stories in the daily papers will be carefully co-ordinated with advertising in the coming campaign. The registration for military service is one of the biggest news stories that can ever "break," and the papers will naturally give it almost unlimited news space. But publicity is most effective when it is reinforced and made effective by the use of advertising; and with the express and hearty approval of General Crowder, that will be done.

The Division of Advertising, Committee on Public Information,

will be in complete charge of those aspects of the whole matter which logically come within its jurisdiction. A meeting was called last week by William H. Johns, of the George Batten agency, chairman of the Division, and attended by Colonel John H. Wigmore of the Provost Marshal General's office, at which were present also the members of the Division, a number of representatives of the American Association of Advertising Agents, and other influential advertising men. Carl Byoir was present as the representative of Chairman George Creel, who is keeping closely in touch with all phases of this important campaign. C. E. Walberg, formerly of the Committee, but now with the United States Employment Service of the Department of Labor, has been loaned by the latter to act as "campaign manager." L. B. Jones, of the Eastman Kodak Company, who is in general "copy chief" for the Division of Advertising, will pass upon the final availability of all advertising copy before it appears.

How keenly General Crowder realizes the usefulness of advertising to help him with the big job ahead of him, is shown by the fact that some days ago Mr. Johns received a hurry call to Washington, and on arriving there found that he had been called to consult with General Crowder himself, Colonel Wigmore and Mr. Creel in regard to the broad outlines of the campaign. The meeting in New York was a result of this preliminary discussion.

TIME FOR ADVERTISING WILL BE VERY SHORT

The advertising plans are made peculiarly difficult by the fact that the two great essential facts—the age limits, and the date of registration—will not be known until after Congress passes the amended law, and by then the need for speed will be imperative. General Crowder has even suggested that the President's proclamation on the subject may appear only five days before registration. For that reason it has been impossible to make any plans for using national

periodicals which have a closing date far in appearance of their reaching their subscribers. Even the weeklies of national circulation are not available, with only one or two exceptions, for this work.

Some sixty agricultural papers will carry advertising copy telling the facts about the new draft, according to the tentative preliminary plans which are now being worked out. H. H. Charles, of the Charles advertising agency, and H. L. Palmer, of the H. K. McCann agency, have been appointed by Mr. Johns to take charge of this work.

The business press, wherein there is almost always a very brief elapsed time between closing date and publication date, will be utilized heavily. In the advertising copy for business papers there will be not only the straight information about the new draft, its rules and reasons, but also special copy for employers. This copy will suggest to employers the necessity of helping their men to arrange for registration and will probably suggest the use of pay envelope enclosures to supplement the various other forms of publicity. Jesse H. Neal, of the Associated Business Papers, Inc., who is also a Director of the Division of Advertising, is working on this aspect of the campaign, as is J. J. Geisinger, of the Federal Advertising Agency, Byron G. Gould, of the M. P. Gould agency, and A. W. Erickson, of the Erickson agency.

The newspapers will of course, under the conditions of haste with which final arrangements must be completed, form one of the most vitally important elements in the campaign, and elaborate plans are being made for securing uniform action throughout the country. The A. A. of A. will in all probability prepare a four-page folder of large size, which will supply the papers with the copy they desire, not only for display advertisements, but for editorial comment. Suggestions will also be furnished for desirable copy to insert in local retail advertisements, to be used in boxes or as banners



Strategy

The war has weakened many sales organizations. More than one manufacturer is now hard pressed to maintain his distribution and prevent the "just-as-good" from usurping a large part of his good-will.

The situation is serious. The time to face it is *now*. The one sure and certain remedy is Advertising.

Never in its history has Advertising been more needed as a Master-Salesman. Never has it had such an opportunity to do its best work. Never was a situation more favorable for its employment as a Voice, an Advocate, an Expert Representative to do the things that can be done by no other means.

In the present disruption of his selling machinery the able Business General now uses National Advertising as the Center of his selling operations instead of the flank as in normal times. He puts on it the double task of holding the consumer and conciliating the dealer. Only by so doing can he fully protect his good-will.

The readers of THE PEOPLE'S HOME JOURNAL can be depended on to cooperate fully and cordially with any business message delivered through their magazine. Their loyalty and responsiveness have never failed our advertisers during thirty-three years.

The People's Home Journal

Established 1885

NEW YORK

The Magazine for Every Member of the Family

in the news columns, as "ears" for the upper corners of the front page, etc. This folder will go to all the newspapers in the United States, if present plans are carried out. The committee working on the newspapers includes William H. Rankin and Robert E. Rinehart, of the Rankin agency; Collin Armstrong, of the Armstrong agency; F. H. Arnold, of Frank Seaman, Inc., and Gilbert Kinney, of the J. Walter Thompson Company.

The foreign language press presents a fertile field for educational work in connection with registration of the men subject to the new draft. At last year's registration it was discovered that there were thousands of men who failed to grasp in any way what was expected of them on June 5. Hundreds appeared at the local boards and asked "Where's my gun?" thinking they were to start out on a military career forthwith. Thousands of others were confused, failed to appear at all, or otherwise tangled things up, because they had not had the duties of a registrant explained to them. To overcome this situation, a committee headed by William H. Rankin is preparing matter both for editorial use and advertisement copy, to go to all the foreign-language papers in the country, to be translated by the editor and published.

COPY FOR OUTDOOR ADVERTISING WILL BE READY

The outdoor advertising interests are planning to utilize as much space as possible to carry the message of registration. The probable very brief interval between the announcement of the date and the day itself will hardly permit of extensive poster work, but painted display will be made locally in many sections of the country. Copy for this display will be prepared in advance, and worked out in every detail except the draft age limits and the date of registration. Then these last facts will be supplied by telegraph from Washington and the copy will go up at once. If time permits, street car advertising

space will also be utilized through the co-operation of interests in that field.

A striking feature of the advertising campaign will be a big four-page folder in regular newspaper page size, which will give a complete summary of the facts regarding the new registration, and receive wide circulation. The first page of this will contain a message from President Wilson, statements by Secretaries Baker and Daniels, a cablegram from General Pershing, and statements from General Crowder and from General Peyton C. March, Chief of Staff. Page four will contain in big, legible type, a simple statement of how a registrant is expected to answer the various questions. Pages two and three will be used for a big, striking poster, printed with its type lines at a right angle to its greatest dimension; and after pages one and four have been read, it can be opened out, turned up a quarter-turn, and placed on a bulletin board. On this poster is a striking design of an American eagle, furnished by the Division of Pictorial Publicity of the Committee, and a large type announcement that all men between the determined ages must, on the designated day, register with their local draft boards. The penalty for non-registration (a year in jail and subsequent induction into the Army, with no excuses accepted) is also stated, and registrants are told just how to conduct themselves in their appearance before the local boards.

The plans for distribution of this folder, while not yet complete, will probably include sending copies to newspapers, important manufacturers, Chambers of Commerce, and the local committees of the Council of National Defense throughout the country. It is also hoped to get distribution of the poster in the post-offices and railway stations throughout the country. It will of course go to the 5,000 local draft boards. In communities where there is a local advertising club affiliated with the A. A. C. of W., copies will be sent to the

When to Select a "Going" Town for Advertising

All the time? True, but—

It is even more important to do so when conditions force restriction than when they justify expansion.

Just as it is more to your interest to have your money in a "going" concern if compelled to realize on the investment than if in position to carry it indefinitely.

What Constitutes a "Going" Town?

This is a definition with which you will agree—

One which has been prosperous for a considerable period—

Which recently has had its prosperity and population greatly increased—

And which possesses all the assurance that present conditions will be permanent.

Jacksonville Is a "Going" Town

Judged by the above standards, because—

For years its position as the distributing, financial and manufacturing center of Florida has prospered—

To the varied elements that heretofore have contributed

to its prosperity there recently have been added two great industries—

The conditions surrounding and controlling these new sources of good business are such as to give a guaranty of their permanence.

How The Florida Times-Union Dominates This Fertile Field

As Jacksonville leads all other Florida cities—

The Florida Times-Union is the advertising medium of greatest power and influence—

The Florida Times-Union is the dominating newspaper

of all Florida, made so by its superior editorial and news service.

The Florida Times-Union is far and away in the lead in circulation—the A. B. C. reports are ample evidence of this fact.

If these reports are not available to you, we shall be glad to furnish them. Also it will be a pleasure to supply detailed information regarding the past, present and future of Jacksonville. Don't overlook this pacemaker of the "going" cities of the Southeast when making up your lists.

The Florida Times-Union **JACKSONVILLE, FLORIDA**

Represented in the Foreign Field by
BENJAMIN & KENTNOR COMPANY

225 Fifth Avenue
New York

Mallers Bldg.
Chicago

Prepared by The Thomas Advertising Service, Jacksonville.

The Contrast
between Atlas
service and the
other kind is
in the Atlas
View point.



AXIMILIAN
FYSCHER

OF
DRAEGER FRÈRES
PARIS
CHELTENHAM
AND
VAN PATTEN
INC.

*Seeks the Art Direction
(Mfg. if necessary) of an Advertising
Agency or large Advertiser
after Sept. 1st. Address
Box J. L. 185, care of
Printers' Ink.*

club for local distribution. It is planned, in fact, to ask the local advertising clubs to check up all phases of the work in their communities, and make sure that they are efficient and effective. Rotary clubs will be used in somewhat the same way.

One of the newest branches of the Division of Advertising is the "National War Service Committee on Window Display," of which C. J. Potter, manager of the window-display department of *The Drygoodsman*, St. Louis, is chairman. This is an outgrowth of the convention of the International Association of Display Men at the Waldorf-Astoria, New York, in July. Its purpose is to build an efficient local organization in every community to get effective window displays for all Government posters of every sort, and more than 500 communities have already been taken care of. Experts in New York build "model displays" for window purposes, using the Government material; these are photographed and the photographs distributed widely, so that the best displays are duplicated everywhere. Though plans are not yet worked out in detail, it is probable that displays in connection with the new draft will be developed. Incidentally, the committee is hard at work in an effort to get all Government posters—for saving food and fuel, appeals for money or workers, or what not—standardized in one efficient size suitable for use as a part of the permanent background of all display windows, so that continuous showing may be possible.

OTHER DIVISIONS PREPARED TO HELP

Other divisions of the Committee on Public Information than the Division of Advertising will of course lend a hand in this campaign. The 35,000 speakers of the Four-Minute Men will talk in motion picture theatres about the new draft regulations. The Division of News has completed arrangements with the Washington correspondents of the press associations and individual newspapers in regard to handling the vital

news features. The Division of Films will probably get facts about the registration into the releases of the various film news weeklies at the appropriate time. The cartoonists will, naturally, do their bit as well.

When one has followed thus far this statement of elaborate preparations to advertise the registration for draft, he might well exclaim in amazement: "What on earth is the necessity of all this? Does anyone believe that American citizens will shirk a duty of this sort? And even if they wanted to, look at the drastic penalty attached to failure! Why go to all this trouble?"

No good citizen, of course, is going to be remiss in his duty in such a time as this. There is even less likelihood of slackerism now than there was a year ago when the first call to arms met with such an amazingly fine response. The purpose of this advertising campaign—and it is based on more than a year's experience with the machinery of the draft—is to educate the men who must register as to how; where and when they must do it. Every man who is called before his board has a lively curiosity as to the whole subject. He wants to ask questions; and the overburdened boards, composed of men who for the most part are there at a distinct sacrifice—must take their valuable time to answer the same questions over and over again. If the answers to these elementary questions can be supplied in advance, through advertising; if the registrant can get a comprehensive idea of what it is all about—so that he is prepared to play his part intelligently—the campaign will have more than justified itself. Advertising men may well congratulate themselves that their profession is showing its usefulness in this, as in so many other problems with which our national Government is to-day face to face.

Beginning this week the Philadelphia Sunday papers were advanced in price from five to seven cents in Philadelphia and Camden, N. J. Elsewhere the price will be eight cents.

Free Magazines and Newspapers for British Soldiers

British Post Office Utilized for Free Forwarding of Books as well as Magazines and Newspapers

By Thomas Russell

(Licensed by Chief Postal Censor, London, England)

ON the fronts of most American magazines arriving here for the last few months, I notice a small paragraph intimating that the reader can have it sent out for the use of soldiers in camps and on active service, if he hands it in at a post-office with a one-cent stamp attached.

It may fairly be claimed that the British army gets a better deal. At any post-office in the United Kingdom, newspapers, magazines, and books may be handed over the counter, wrapperless and stampless, and they will be forwarded free of charge to the British Expeditionary forces abroad, handed to ships when the latter touch port, and distributed among men in camp for training or Home Defense, and to the wounded in hospitals, at home or abroad.

Not only this, but some post-masters are circularizing their districts to remind the people of their duty to keep the fighting men supplied with reading matter. A circular which has been sent me is a creditable piece of advertising literature. It has pictures showing respectively a postal clerk receiving books and a bunch of private soldiers unpacking a box. The folder carries this message in script:

"Please Look Round Your Room, and—If You See Any Books or Magazines Send Them to the Soldiers and Sailors."

The inside portion says, in part: "To send books sounds such a little thing to do. It costs you nothing, and you may almost wonder if it is worth while. But if you saw one of the parcels of books being unpacked you wouldn't wonder! Just read this, from an officer's letter:

"Most of the men were lying

or sitting about with nothing to do. When I said I had a box of books to lend, they were round me in a moment like a lot of hounds at a worry, and in less than no time each had got a book—at least as far as they would go round. Those who hadn't been quick enough were trying to get the lucky ones to read aloud. It would have done you good to see how the men enjoyed getting the books. . . . Can we have more, as many more as you can spare?"

"Can they? It is for you to answer. So bring along your books. Bring them quickly, for they are wanted badly, and wanted now."

Since the system was first inaugurated more than 10,000,000 books have been distributed. In one average week the post-office delivered over 60,000 books and magazines.

The analysis of an average week's disposal of books and magazines has been published, as follows:

500 Trench Boxes (Expeditionary Forces)	25,000
39 Bales of Magazines (France) ..	3,900
111 Bales of Magazines (Salonika) ..	11,100
16 Bales of Magazines (India) ..	1,000
59 Bales of Magazines (Mesopotamia)	5,900
88 Bales of Magazines (Egypt) ..	8,800
8 Bales of Sundries	800
9 Boxes of Books (England) ..	900
20 Sacks to Navy	2,000
Prisoners of War	630
	<hr/> 60,030

The system works well and smoothly. It is not extravagantly costly, and must be well worth whatever it does cost for distribution, which is all that the Government has to pay. For the soldier in camp is much less liable to get into mischief if he has reading-matter to employ his thoughts.

The September Issue OF Pictorial Review

"America's Greatest Woman's Magazine"

CARRIES

By far the largest volume of advertising *ever printed* in a September issue of PICTORIAL REVIEW.

A much larger volume of advertising than any woman's magazine (but one) has ever *before* published in September.

A larger volume of advertising than all but one woman's magazine will publish in its September issue of *this* year.

PICTORIAL REVIEW has the largest circulation of any 20c magazine in the world—over 1,500,000 copies monthly.

Lane Bloor Inc.

CONSERVATION OF PAPER

*For the People
By the Government*

The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated papers.

This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

The Seaman Paper Company, through its entire national organization, has carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

SEAMAN PAPER COMPANY

Chicago
St. Louis
Cincinnati

Milwaukee
Minneapolis
St. Paul

New York
Buffalo
Philadelphia

Western Agents: GENERAL PAPER COMPANY
Seattle Portland San Francisco Los Angeles

Builders and distributors of paper for every known use

Barrett Groups Its "Ready Roofings" for War Service

Conditions Made It Opportune to Push Them While Keeping the Public Sold on "Specification" Roofs

DURING the panic year of 1907 The Barrett Company, probably the largest manufacturer of roofing, waterproofing and road material, increased its advertising appropriation from an annual average of \$20,000 to \$75,000. It did so on the theory, or rather the sound presumption, that other manufacturers would cut their advertising, and thus it would have the bulge on them when business readjusted itself again.

This company is still advertising its Barrett Specification Roofs and Tarvia. But it is conducting a \$100,000 campaign for other items of its lines, its ready roofings, in several general and a list of farm papers. It has been making these roofings for a number of years, and one or two of them have been subject to some limited advertising in the past. But it was not until this year that they assumed the importance as advertising material that they now occupy.

There are several reasons for their prominence to-day. One is the immense amount of semi-temporary and hastily constructed building stimulated by war activities. It is estimated that between twenty and thirty million squares of so-called ready roofing are being laid annually. Cantonments, hastily

erected factory buildings, store sheds, shipyards, farm buildings, homes for new labor colonies, etc., have pushed up thousands of acres of roofs to be covered—and the ready roofings have been the answer to the call.

The Barrett Company recently filled a contract with the Italian Government for 800,000 squares (a square is 100 square feet), and shipped it with its trade-marked Everlastic labels translated into the Italian.

On the other hand, building of the more substantial and permanent character has been more than quiet, the kind of building that

calls for built-up roofs of the character of Barrett Specification. Even public improvements, such as road building that might call for Tarvia, have felt the brake of the Government's request for slowing up in this direction.

Therefore, while the advertising for Barrett Specification Roofs and Tarvia still continues the propagation of the long-lived roofs and good roads faith, the company is making the most of the tremendous market for quickly laid roofings by pushing what it calls its Big Four, or Everlastic System of roofings.

Of the four only one had a real trade name at the start, and that was



Barrett Everlastic Roofings

Resist Storms and Fire

You will find Barrett Everlastic Roofings far more durable under all conditions than any other roofing made. They are absolutely water-proof and weather-proof. They resist sun, fire, wind, and fire.

The Everlastic System of Roofings provides a roofing for each type of steep-roofed building—houses, garages, barns, churches, hotels, etc., or sheds.

Everlastic Roofings give you the highest possible satisfaction at the lowest possible price. Read the brief description below.

<p>Everlastic</p> <p>"Barrett" Ready-laid</p> <p>A recognized standard among architects, engineers, and farmers for its durability. Made of the best waterproofing materials, it drains wind and weather and insures dry, comfortable buildings under all weather conditions.</p> <p>Everlastic</p> <p>Shingle-Board Roofing</p> <p>A high-grade and reliable, laid in two layers, shingles, well as green. Very much preferred. Colors are permanent. Suitable for a house, warehouse, garage, or a hotel or garage. Colors are well suited to the building.</p>	<p>Everlastic</p> <p>Multi-Shingles</p> <p>Made of high-grade felt, asphalt, and shingles, and asphalt, laid over felt and shingles, either red or green. Laid in strips of four shingles to a row of five, and in later and later rows, so that the shingles overlap, and the roof is made of one layer of shingles, but not two.</p> <p>Everlastic</p> <p>Tyrite Shingles</p> <p>Made of the same durable, dark-colored (red or green) material as Everlastic Multi-Shingles. It is a high-grade shingle, but not two.</p>
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Write for Free Booklet. For further details, write nearest office for Free Booklet to receive a copy of these types of roofing.

The Barrett Company

Barrett Building, 100 N. 1st St., St. Louis, Mo.
 Barrett Building, 100 N. 1st St., St. Louis, Mo.
 Barrett Building, 100 N. 1st St., St. Louis, Mo.
 Barrett Building, 100 N. 1st St., St. Louis, Mo.

OFFERING THE PROSPECT FOUR TYPES, BUT ONE BRAND

the Everlastic "Rubber" roofing. The other three were known only under the general head of Barrett roofings. One of these was called strip shingles, another slate-surfaced roofing, while a third did have a sort of name, Ty-like shingles.

They have all been grouped now under the generic head of Everlastic, and the strip shingles have been accorded the more distinctive title of multi-shingles, there being four to a strip.

In the copy for this line capital is made of the fame of Barrett as a roofing name, built on the reputation of the Specification Roof. The copy points out that this roofing is still standard for large, flat-roofed permanent structures, but that for steep pitched roofs the Everlastic system is equally satisfactory.

Thus the advertising, while pushing a specific product for a specific field, takes its root in the fundamental reputation of the Barrett name, a name and reputation built on advertising.

In all the copy for general mediums this prominence is emphasized, not only giving strong backing to the line being featured, but serving to maintain the prestige of the institution.

In considering this company's course this year it will be seen that it does not necessarily follow that a concern's advertising need proceed on the lines of normal times. It may be necessary to make certain readjustments in the advertising plan, as in the production or the sales department.

The writer knows of a certain young concern that before the United States entered the war had just reached the hey-day of a great and conspicuous success with a novelty product that was immediately struck aback by the exigencies of war. This firm had been lifted over the bars by its advertising. It was now put on material rations.

But it did not stop advertising, nor did it fire its advertising manager. It is still advertising its first child, but to take up the slack in arbitrarily restricted sales it

has assumed two more propositions, and is using its knowledge of marketing and advertising to put these over in a more comprehensive way than they had ever been exploited. An important advertising campaign to the public for one of the adopted products is now running, and the other one is being pushed in the papers of its trade. There is more than one way to skin a cat.

"Why Advertise a Product's Use?"

FEDERAL ADVERTISING AGENCY, INC.
NEW YORK, Aug. 13, 1918.

Editor of PRINTERS' INK:

The interesting article by W. S. C.—the tire man who says "it is impracticable to educate customers to use product economically," and your editorial, "Why Advertise a Product's Use?" have deeply interested me.

It may seem a paradox to say it, but in my judgment C. M. J. and W. S. C. are both right, as you have intimated, but not specifically stated in your editorial comment.

Advertising covers such a broad field of activities and can be used in so many different ways, that it is easy for its advocates to commit the error of urging the use of advertising when other forms of activity would be better.

There was a time when salesmen opposed advertising on the part of the house, because they thought it would belittle them. The contrary has proven true. The highest-priced salesmen in the world are those who co-operate with advertising and let it do the work that they would otherwise be compelled to do.

Some advertising efforts to instruct the consumer have been repellant because they assumed a tone of superiority.

It is a great satisfaction to me to note that PRINTERS' INK is stimulating the discussion of all these fine points, as the interchange of ideas must have its reflex in the form of straighter thinking on the part of all of us who wish to see advertising render its greatest possible service to humanity.

JOHN LEE MAHIN,
Director.

Advertising Men Help With "Ninth Coast News"

The first number of the "Ninth Coast News," to be published monthly by members of the Ninth Coast Artillery Corps, New York, made its appearance this month. John Clyde Oswald, of the *American Printer*, is publisher and Frank W. Nye, advertising manager of *Hearst's Magazine*, New York, is advertising manager. All the men on the editorial and business staff are members of the regiment.



An Answer To Britons!

We salute the spirit evidenced in your numerous announcements in **Printers' Ink**.

War clouds may cast their shadows over your advertising's greater progress, but we, in "the States" are with you heart and soul "*to make the world a safe place to live in*" and a better place in which to do the world's work.

The foresight of our New England clients is likewise a realization of world-wide post-war advantages.



The Manternach Company
Advertising Agents
Hartford, Connecticut

Tribune



Over the Top

WHILE every other New York morning newspaper lost from 32 to 65% in automobile advertising during July 1918 as compared with July 1917—

The New York Tribune gained almost double.

This fact *may* mean several things which you can judge for yourself; it *surely* means two things—

—that appreciation of the Tribune's clean-cut advertising policy is steadily growing in the estimation of careful advertisers and—

—that the kind of people who read The Tribune are the kind who can afford to buy automobiles and other quality merchandise.

If you have an article you're willing to stand back of, let The Tribune stand back of you in introducing it to desirable New Yorkers.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements

Agents Will Help Publishers Save Paper

A. A. of A. A. Recommends That Insertion Dates of Foreign Advertising Be Left to Publisher

THE fourth quarterly meeting of the executive committee of the American Association of Advertising Agencies was held Tuesday and Wednesday, August 13 and 14, in New York City. Reports of progress from various committees were made, and matters for discussion were gone over and passed upon.

It was decided that the second annual convention of the A. A. of A. A. will be held in New York City on October 9 and 10, 1918. This decision was made in accordance with the majority of answers to a referendum submitted to members. At this convention officers will be elected.

Those who attended the executive meetings were William H. Johns, Paul E. Faust, Harry Dwight Smith, Walter R. Hine, H. H. Charles, M. P. Gould, Jesse F. Matteson, Stanley Resor, J. Wesley Barber, O. H. Blackman, J. H. Cross, St. Elmo Masengale and William H. Rankin.

An announcement of importance that came out of the executive sessions was that the Government has indicated that the agencies that are members of the Association do not come under the "work or fight" order. This is taken to mean that the Government appreciates the action of these agencies in volunteering their services without recompense in the preparation of advertising matter for any governmental purpose whatsoever, in which priority of the shops is given to all such work. It is also taken to mean that the Government out of its successful experiences with the advertising for the varied purposes of its departments considers the services of these agencies as essential work.

One of the most important matters up for discussion and action was that of helping the newspa-

pers to meet the urgent need for reduction in paper. It was decided that all member agencies should recommend to their clients that foreign advertising should be sent to newspapers to be inserted at the discretion of the publishers. In a letter to Frank P. Glass, president of the American Newspaper Publishers' Association, William H. Rankin, chairman of the agents' newspaper committee, said:

"At the quarterly meeting of the American Association of Advertising Agencies, held this week in New York, the matter of thrift of white paper was thoroughly discussed with a view of having the advertising agencies of America co-operate with the newspapers to save as much white paper as possible.

"Many definite and concrete suggestions were made, one of which is that the agencies decided to recommend to all their customers (foreign advertisers) to avoid the use of space on Fridays, which is your biggest local advertising day, whereas on Monday and Saturday you carry very little advertising and most likely can accommodate all foreign advertising without increasing the number of pages on those days. We will also recommend to our customers that they make the dates of insertion of their advertising optional with the newspapers and in that way insure the use of days that are not crowded with advertising, and thus give advertisers a better showing and thereby better results than if they used days of the week when newspapers are crowded with advertisements.

"In conclusion we wish to state that the A. A. of A. A. will co-operate to the limit with newspapers in the thrift of white paper and all matters that will help win the war."

In his reply to Mr. Rankin, Mr. Glass points out that such action will at the same time mean greater economies in the mechanical departments of the newspapers. It will be possible to level up the amount of labor needed in bringing out the papers when the publishers can gauge their paper requirements more accurately day by day. Mr. Glass said:

"I can readily appreciate the fact that your organization of experts in the matter of handling advertising should consider various definite and concrete suggestions by which the newspapers can be assisted in handling space for national advertisers. I am very glad to know that you are about to recommend to your patrons that they should make the dates of insertion of their copy optional with the newspapers. This will result in very great comfort for newspaper publishers and in very much convenience to the entire mechanical departments of the newspapers. I am sure that it will also give your patrons a better service in many respects, because the gratitude of the publishers for your spirit of helpfulness will make them take particular pride in handling your advertising to the very best advantage in carrying out your policy."

The executive committee also passed resolutions to the effect that in every Governmental act affecting publishers the publishers should have the agents' active, sympathetic co-operation.

Among other plans that the association has put into effect within the past year is the distribution among members and publishers of the Gundlach system of standardizing key numbers, named for the agency contributing the idea. Under this plan, even though an agency neglects to send a key number with an advertisement obviously requiring it, the publisher is able to insert the proper key for a particular advertiser at any date, simply by referring to a chart furnished by the agents. He refers to a base key filed with each publisher by each agent.

Another standardization plan distributed to members through

the association is the Seaman chart for visualizing advertisements. This is a system whereby the copy man is enabled to get well fixed in his mind's eye what an advertisement he is going to prepare should look like. In setting out to get up the copy he has on each client what is called the "element list," which covers every last thing that should be in the advertisement. This list is a chart to guide him through the preparation of the advertisement. By it the drudgery is taken out of the writing of copy. When he has prepared his copy he checks it up against the chart to see that all that should be in it is there, that he has not duplicated unnecessarily, and that irrelevant matter has not crept in. The account manager then is able to consult the list in checking up when examining copy before submission to the client.

Expert accountants are at work evolving a standard system of costs for advertising agencies, and another committee is handling the matter of completely standardized forms.

During the year the association, through its executive secretary, James O'Shaughnessy, sent out to agency clients lists of rates for foreign postage. This was done because it was recognized that there are still many firms who unwittingly or carelessly put the wrong postage on letters to foreign countries. Most foreign countries penalize letters having too little postage, and it is felt that in mail campaigns to develop foreign business it is very poor business to accompany a solicitation with a trifling but irritating penalty in the way of postage.

On Wednesday, August 14, the executive committee entertained at luncheon Val Fisher, of London, who told them of British experiences with advertising during the war, as a cue that American advertisers might take from their ally. Other guests were Frank P. Glass, of the *Birmingham News*, and president of the A. N. P. A.; Elbert H. Baker, of the *Cleveland Plain Dealer*, and Lincoln B. Palmer, manager of the A. N. P. A.

LETTERS OF
DAIRY JOHN

LETTER No. 5



Dear Mr. Advertiser:

Men are classified on the basis of efficiency. The efficient man is a type; he bears no label, he fits into no category; his personality is his passport. Thus may the Dairy Farmer be classified.

The flower of our agricultural population is the Dairy Husbandman. He embodies brain as well as brawn; he is a forward-looking man. He is the leaven in agriculture and is moulding the thought and shaping the destiny of the country's greatest resource. He who would succeed in Dairying must bring to the tasks at hand the zeal of the enthusiast, the inquiring mind of the student, the perseverance of the plodder. The Dairy Farmer must know.

The typical Dairy Farmstead presents broad fertile fields under an advanced state of cultivation and presenting a variety and abundance of crops; contented herds of pure-blood stock; a colony of buildings embodying the last word in farm architecture, conspicuous in which is a modern dwelling-house.

Within this farm home is everywhere manifest the refinement, tastes and ideals that are co-existent with a big, purposeful and successful life, - truly a pastoral idyl.

Yours truly, *Dairy John*

REPRESENTING HOARD'S DAIRYMAN.

An Appreciation

Edward Tasker Howard, one of the most upright, most kindly, most loyal men I have ever known, dropped off into his final sleep while sitting on the porch of his daughter's home at New Canaan, Conn., on Tuesday, August 6. He died as he had lived—at peace with all the world.

The L. E. Waterman Co. owed him a debt of gratitude in his lifetime, which his death will not efface from our hearts. It was he, with his clear business vision, who first saw the opportunity to spread the fame of the Waterman's Ideal Fountain Pen, through the power of publicity.

When Lewis E. Waterman, the inventor, and E. T. Howard, advertising man, first met, it was character meeting character, manhood meeting manhood. They were both men of the old-fashioned school of integrity. They liked each other from the start.

When Mr. Howard suggested advertising to Mr. Waterman, more than 35 years ago, the latter said, "I cannot afford to advertise; I haven't the money." Whereupon our good friend, Mr. Howard, said, "I believe your pen is a great invention, and that as soon as the people know what it is and what it will do they will buy it. I think you should advertise it. Therefore I am willing to back you up with the money necessary to start a modest advertising campaign."

Here was a friend indeed, who came to the rescue of a small, struggling business, who was willing to give it a push out of a little workshop, where pens were made by hand, into the broad light of publicity, where it was introduced to hundreds of thousands of people in that frank, direct way that was always characteristic of Mr. Howard. He could not have misrepresented, if he had tried. He revered Truth.

It was not easy sailing to put the Waterman business on a solid footing. The business outgrew its resources and its ability to manufacture pens fast enough, as the result of Mr. Howard's advertising plan. There was great need of money, which was easily obtainable if the Watermans had been willing to sell their birthright; in other words, to surrender control of the business.

Good friend, E. T. Howard, always considering the interests of his friends, came to the rescue again; a company was organized with a capitalization of \$25,000—himself and friends taking some of the stock. That was the beginning of the end

of financial strain. The business grew faster in volume than the appropriation for advertising grew. Mr. Howard was always keener about seeing the business prosper than he was to increase his commissions by urging the investment of more money in advertising.

From the time he started the L. E. Waterman Co. business on the road to success until his death Mr. Howard watched it as carefully as if it was his very own. No man in the company (he was a director from the start) could possibly be more faithful or more interested or more proud of our steady climb to success.

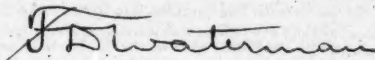
He regarded the business as His Baby—and, therefore, gave it attention, devotion and care. He was always on the firing line—a true-blue friend and counselor and helper.

It is nothing for us to boast about that the L. E. Waterman Co. stood as loyally by Mr. Howard as he stood by us, but when we consider the frequency with which business houses change their advertising agencies we are glad that we never even thought, for one moment, of transferring our account. We never forgot the early years of Mr. Howard's steadfast devotion to our interests, during which time his commissions were small because our investment in advertising was not large. When, however, our account grew to pretty large proportions, we felt that he was entitled to continue to place it, and to make the commissions paid by publishers. It meant returning loyalty for loyalty, that's all.

Mr. Howard lived a clean, simple, useful life, and because he did, he lived several years beyond the time allotted to man—three-score and ten. He was a very genuine, God-fearing man. He was devoted to his family and loyal to his friends. He has now gone over the border to meet the friends who went over ahead of him. They will be as glad to greet him as we are sorry to lose him.

I am glad to pay this humble tribute to my friend, who was also the friend of every one of us associated with the L. E. Waterman Co.

I am glad also to pay tribute to an Advertising Man, whose lifework will be a lasting honor to the Profession he loved. He dignified Advertising, the great Messenger of Business.



President

L. E. WATERMAN COMPANY.

New York, Aug. 14, 1918.

EXCERPTS FROM
Audit Bureau of Circulations
AUDITOR'S REPORT

*Name of Publication, DAYTON NEWS (Eve. and Sunday)
 Town, Dayton. State, Ohio.
 For the 18 Months' Period Ending March 31, 1918*

	MORNING	EVENING	SUNDAY
Total City		26,349	18,905
Total Suburban		7,593	3,774
Total Country		1,343	1,011
Total Net Paid		35,285	23,690
Total Unpaid		1,678	813
Total Distribution		36,963	24,503

A complete analysis, including all essential facts pertaining to the above circulation, is embodied in the detailed Audit Report issued by the Audit Bureau of Circulations. Copies may be had on application to the office of the above publication.

75% Of the Net Paid Circulation of the DAILY NEWS Is In the City of Dayton
 —Reaching 90% Of the Homes

80% Of the Net Paid Circulation of the SUNDAY NEWS Is In the City of Dayton—Reaching 73% Of the Homes

The Net Paid Circulation of the DAILY NEWS in July, 1918, was 37,147

The Net Paid Circulation of the SUNDAY NEWS in July, 1918, was 28,172

The News Daily and Sunday Is Dayton's Big Home Newspaper

Among the 30,000 Homes of the City

The Daily News Has 94% More Net Paid Circulation than Dayton's other Evening Paper.
The Daily News Has 152% More Net Paid Circulation than Dayton's Daily Morning Paper.
The Daily News Has 8% More Net Paid Circulation than the Other Evening and Daily Morning Paper Combined.

The Sunday News Has 25% More Net Paid Circulation than Dayton's other Sunday Paper.
In Total Net Paid Circulation THE DAILY NEWS Has 87% More Than the Other Evening Paper, and 75% More Than the Daily Morning Paper, While THE SUNDAY NEWS has 14% More Than the Other Sunday Paper.

85% of the circulation of the Springfield Daily News is in the City—reaching 90% of the homes.

Use the News League and cover Dayton and Springfield, best at least cost.

News League of Ohio—Dayton, Ohio

New York—I. A. Klein, Metropolitan Tower
 Chicago—John Glass, Peoples Gas Bldg.

"Uncle Sam's Salesmen" Prove Effective in Cleveland

War Bonds, Thrift Stamps and W. S. S. Sold by Novel Organization of City's Expert Sales Talent

BELIEVING that it is just as important that selling be well done by the Civilian Army as that shelling be well done by the Fighting Army, an organization calling itself "Uncle Sam's Salesmen" has recently been formed in Cleveland. Its purpose is "to help win the world war by selling Thrift Stamps, War Savings Stamps and War Bonds, and by impressing upon the people of our nation the right attitude toward the war in order to hasten world peace through righteous victory."

An odd circumstance often commented upon in connection with the marketing of Government securities is the fact that while the advertising is done in a very skilled and expert manner, the actual selling is performed largely by amateurs—patriotic and enterprising, but nevertheless unversed in the art and science of professional salesmanship. It is just for this reason that "Uncle Sam's Salesmen" have sprung into existence, and because the campaign now being conducted so closely parallels many intensive national selling campaigns an account of the activities of the organization will be of particular interest to the readers of **PRINTERS' INK**.

In Cuyahoga County, where Cleveland is situated, the War Stamp campaign is organized in similar manner to that of other sections of the country. Separate committees representing the various interests—such as schools, churches, clubs, women's organizations, factories, etc.—all report to the General Executive Committee. The branch of work with which "Uncle Sam's Salesmen" first concerned themselves was the distribution through the smaller retail stores—not only because until recently the field was somewhat undeveloped, but because members

of the association are selected from the ranks of city traveling salesmen calling regularly on these stores and therefore able to give the constant supervision so necessary to maintain the interest of the smaller merchants at the highest notch.

The way "Uncle Sam's Salesmen" came into being was something like this: During the recent War Savings drive it was necessary to give special attention to the retail distribution of stamps owing to the fact that while the downtown section was thoroughly canvassed, many people dwelling in the outskirts and neighborhood centers were not reached. Practically all club members and organized bodies were already working on some patriotic activity, and the big question arose where to get the men.

FUNDAMENTAL ORGANIZATION

It was then that the suggestion was made to call a meeting of the various wholesalers—dry goods, grocery, hardware, paint and varnish, drug, millinery—and appoint one firm from each class to represent the industry. So these professional salesmen who had not previously been approached were banded together into the association known as "Uncle Sam's Salesmen." H. L. Rohde was appointed general manager.

How well the idea was received can best be told by an incident occurring during one of the early meetings between a prominent local wholesaler and his salesmen.

"Boys," commanded the sales manager of this firm after he had explained the purpose of the new organization, "your first job is to sell Uncle Sam's goods. Then if you have any time left you can sell the merchandise of our firm."

About twenty wholesale lines have been drafted into this new

war activity, and at present "Uncle Sam's Salesmen" have a membership of 2,500. From the list of customers regularly visited by each salesman a definite territory has been developed, which assures frequent calls and consistent educational work.

The task that the smaller retailer has to perform is really a very simple one. He is expected to purchase War Savings Stamps for his own personal consumption. He is further expected to buy, advertise and sell Thrift Stamps over his counter. But this latter part of the retailer's job can be done in a half-hearted, phlegmatic manner or it can be done with as much push and enterprise as if he were introducing a highly profitable line of merchandise.

Mr. Rohde reports that in presenting this idea to "Uncle Sam's Salesmen" he has met with a remarkable patriotic response.

"This is a job for specialists," he tells prospective members. "The Government drafts engineers, doctors and dentists by virtue of their special training. We are now drafting salesmen for the very same reason."

Members of "Uncle Sam's Salesmen" are divided into three classes. First come the city salesmen, whose work is primarily to develop the smaller retail field. This was the first class of salesmen to be organized.

The spirit with which these men entered into the campaign prompted Mr. Rohde to approach the second class of salesmen—those traveling throughout the surrounding towns from Cleveland headquarters. He found that, particularly in the cloak and suit and millinery business, many of these men were at home several months during the year and were only too glad to offer their services for any work of a patriotic nature. So these traveling salesmen were organized for service in the factories and large office buildings.

A PARTNER TO A SOLDIER AT THE FRONT

Another group of members comprises the various professional men and heads of firms, who have

all expressed their willingness to co-operate in special campaigns and follow instructions they may receive from headquarters. Part of the work of this group is getting in touch with boys in deferred draft classifications and urging them to spend as much time as possible before they are ordered into camp in selling War Partnerships. Each boy is urged to dispose of \$200 worth of stamps before he leaves, and many of them are calling on friends and asking them to become War Partners.

"I have been drafted" is the message of those who are soon to go into army service. "Will you be my War Partner? Write me a letter occasionally, and if you feel like it send along a package of smokes. But, best of all, buy War Savings Stamps to amount to \$156.75, to represent my first equipment in uniform and other necessities."

An interesting fact in connection with "Uncle Sam's Salesmen" is that applicants pay one dollar membership, which covers the cost of the emblem and expenses incidental to the development of the organization. Members are provided with a selling manual which gives them specific information regarding the class of prospects, selling points, how to answer objections, etc., just the same as the manuals prepared by some of our national advertisers.

The salesmen find their work very interesting. Whenever a customer questions their authority to handle War Securities, they immediately show an engraved identification card. Their button, in the form of Uncle Sam's hat with "U. S. Salesmen" superimposed on it, is a unique emblem, suggesting membership in a wartime organization.

One of the instruction points which takes electrically with the men is: When calling on your customers, instead of making a remark about the weather, say, "How are Uncle Sam's goods selling? Are you in need of any more supplies?" Business men have grown accustomed to their activities and often remark in a happy fashion:

que en estas instituciones. Su crédito es tan excelente, que pudo comprar su edificio a plaza, en esta manera, las oficinas en los hoteles, restaurantes, joyerías, etc. Las comisiones son muy bajas, y las comisiones son respetables. Por lo tanto, si una persona desea un negocio, puede encontrarlo en un momento de tiempo. El "marqués de Camillo" piensa la vida de la mejor manera posible, y los señores importantes y secretos de su misión en América ocupaban, aparentemente, muy poco de su tiempo, pero se lo veía a todas horas del día.

La policía no le concedió la libertad, sino que lo dejó en la cárcel. La policía no le concedió la libertad, sino que lo dejó en la cárcel.

Con un ejército de las armas, el legionario aspirante a provincial, provisorio.

Pardón, cuenta 20 por ciento, predisposición, mer mom.

Durante las policíales "Mandato provincial" hombre. A fines de Avella, supo que capital.

Lo busqué, pero no pude saber más en.

Allí le dije a la ciudad, fue capital de la cárcel, coexistencia de los volcans, años sidera, que se otejaban por.

Automóvil de la avenida, voló, folios, marías, Benito, mereo 813, Fernández del volcans, sufriendo, cuerpo, y timas en des.

El autóm de co. Abandoné las calles, clausa, Ma, un milly, La red, portancia, hospital.

Incidente, el jefe de trucción, haber, Ne, cidente, o, produjo, entre, un, frente de servicio.

Este como habla ordenado la atención de una persona, y al momento el superior desaprobó el procedimiento, produciéndose, con este motivo, un violento altercado entre ambos.

recibieron algunas voces en el horizonte. Se notó el destello de la luz.

La policía no le concedió la libertad, sino que lo dejó en la cárcel. La policía no le concedió la libertad, sino que lo dejó en la cárcel.

ninguno que se moviera, y no se veía jamás en ruinas, que denotara su antigüedad.

La policía no le concedió la libertad, sino que lo dejó en la cárcel. La policía no le concedió la libertad, sino que lo dejó en la cárcel.

A Real Advertising Medium in South America

Buenos Aires is a city of wealth, of progress, of seaboard facilities, of great commercial importance.

La Razon is the great evening daily of Buenos Aires, published in three editions. Its advertising pages receive a ready response and offer you the surest advertising medium on the South-ern continent.

Write for booklet and rate card. Avenida de Mayo 760, Buenos Aires, Argentina, or to the following American Advertising Agencies:

Atlas Advertising Agency, 450 Fourth Ave., New York.

Horatio Camps Advertising Agency, 62 Cortlandt St., New York.

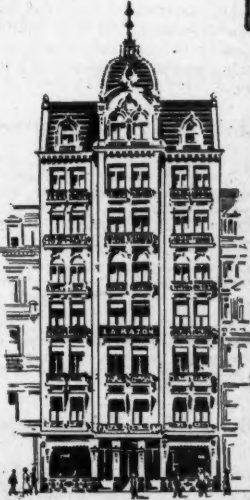
John F. Murray Adv. Agency, Whitehall Bldg., New York.

A. R. Elliott Advertising, 60 to 62 West Broadway, New York.

J. Roland Kay Co., Conway Building, Chicago, Ill.

The Newspaper that believes in Americans

La Razon Building



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"How are you, Uncle Sam?" All the members carry with them the feeling that they are not working for any individual or executive committee, but that they are doing a duty which is a privilege. The general manager has often said to his group meetings: "Fellow salesmen, I am not asking you to do anything for me; you are doing it for the boys 'over there,' who are losing their legs, their arms, their eyes, their lungs, their life's blood that humanity might be made safe. You are responsible ultimately to those who are fighting on the Frontier of Freedom."

Some of the expert salesmen have followed the tracks of other individuals who have canvassed a territory and have secured large pledges and caused individuals to raise their subscriptions two and three fold. In other words, the selling of war securities is a question of salesmanship and sales ability, just as is the selling of goods.

Mr. Rohde recently made a trip to Washington to interview Secretary McAdoo, who probably will be elected Honorary President. The organization has been endorsed by F. A. Vanderlip, National Chairman of the War Savings Committee, and it is planned gradually to establish chapters of "Uncle Sam's Salesmen" in other cities.

Christmas Toys Altogether Likely

A delegation of toy manufacturers, representing the American Toy Manufacturers' Association, has called on Chairman Hurley, of the Shipping Board, and responded to his request that they use the mercantile marine and foreign trade as a basis for new games. Toys will soon include, it is predicted, a wide range of steamers, sailing vessels and other things that will interest children in American shipping. Thus parents will be reached and likewise the growing generation will be taught about an industry that will still be in crying need of men when they grow up.

Beard Now With Hoops Company

William G. Beard has resigned from the selling staff of Charles Daniel Frey Company, Chicago, and is now associated with the Hoops Advertising Company of the same city.

Less Shoe Colors Will Please Buyers

The advertising policy of the F. M. Hoyt Shoe Company, Manchester, N. H., maker of Beacon shoes, will not be changed next season on account of the Government's restrictions.

A. B. Jenks, sales manager of the company, tells **PRINTERS' INK** that the selling of some particular color or style when there are many to select from is "only a matter of confusion," which he compares to the eating of a box of mixed candy.

"If the box was passed to us," he says, "until we had eaten it all, each time we would make a selection of what appealed to us most in the box and we would keep on making our choice until there were only two pieces left in the box and I think that we would be just as well satisfied with the piece we selected next to the last one that was left fully as much as the first time we made our selection."

"It is simply a matter of having an opportunity to decide and exercising our judgment and that is just as satisfying where there is only two to select from as it is where there are twenty, and in our opinion this is about the way the matter is going to work out with the consumer when the time comes that he only has two colors to select from instead of a dozen or more, as in the past."

Telephone Companies Get Farmers' Helpers

Rural telephone companies in various parts of the country have been helping the Farm Service Division of the United States Employment Service to aid the farmers during the harvest season. The county agent of the Farmers' Mutual Telephone Company, of Sak City, Ia., known personally to all the company's subscribers, agreed to find out the labor needs of all the farmers on the company's wires and to co-operate with the local employment service in filling them. The Monticello Telephone Company, of Indiana, sent out a notice to its 1,113 farmer subscribers offering to perform a similar service.

The Cape Girardeau, Mo., Bell Telephone Company inserted an advertisement in local papers headed: "To the Farmer—Do You Need Help?"

The work of the Government employment office was explained and readers were directed to get in touch with the postmaster, rural carrier, or to call the chief operator of the telephone company.

Now It Is Major McLean

Captain Robert McLean, son of William L. McLean, publisher of the Philadelphia *Bulletin*, has been promoted to the rank of major at the United States Army School of Fire at Fort Sill, Okla.

The Federal Paper Committee's ruling through the postal department calls for the elimination of free lists in order to conserve paper.

LIFE'S only free list has been copies sent to our advertising friends. We know they will be glad to help towards victory and bear with us until paper supplies become normal.

LIFE is enjoying the largest net cash paid circulation in its career at \$5.00 per year or 10c per copy.

Like any sound article of merchandise, LIFE sells at its price according to its merit and public demand.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

To the **British Advertising Men**

A Response

New to the war and not yet acquainted with its supreme trials we naturally turn with open ears and hearts to expressions from you.

So much of grit, of confidence, of ready understanding are shown in the messages of your advertising men to ours that no tidings of military gain have given us greater inspiration and just optimism.

When you sent those messages you did a great, big, helpful thing.

**American Association of
Advertising Agencies**

Metropolitan Tower

NEW YORK

"Cool Comfort" Advertising Booms Steamship Travel

Canada Steamship Lines Strive Successfully for Tourist Business

By Harold C. Lowrey

"IT'S hot in town—but cool on the lake."

That sentence, headlining one of the advertisements of the Canada Steamship Lines, epitomizes the appeal this company is making to those people who live close enough to the Great Lakes to take advantage of the short boat trips our inland waterways provide.

It might appear to be an easy matter to drum up traffic for a sail on the lake on a hot day; but it is in fact a complex problem. When the mercury starts climbing up around the "100 in the shade" level, most people get unusually inactive; they don't want to do anything or go anywhere they don't have to, and while they will enjoy the cool breezes of the lake while they are on the water, they dread the thoughts of getting to and from the boat. That's a hot weather selling problem of the first magnitude.

After many seasons of experimenting, the Canada Steamship Lines, operating between Niagara and Quebec, have evolved an appeal, both in the copy and in the typographical arrangement, that has kept their steamships in the enjoyment of an almost constant capacity business for two full seasons. In defiance of exceptional weather conditions, this "evolved" style of advertising has been straightening out the kinks in the "passengers carried" charts.

The greatest gain has been made in bridging the depressions caused by the extremely hot weather. A survey of the advertisements illustrating this story will give an understanding of the technique so successfully invoked, yet does not reveal the psychology underlying the appeal made by copy and typography. In order to make this clear the nature of the "trips" advertised must be explained.

The Canada Steamship Lines advertise many distinctly different kinds of boat trips, from "moonlights" to vacation trips of a week or more duration. The "cool comfort" appeal is used mainly in the advertising of the shorter trips. Yet, while scenic interest is played up more prominently in the vacation trips, nevertheless, even in these, "cool comfort" is made sufficiently outstanding as an inducement to catch the eyes of all who can "run away from the heat" in the summer months.

TWO KINDS OF APPEAL IN THE ADVERTISING

The trip, known as "Niagara-to-the-Sea" and extending over a route of more than a thousand miles, is advertised not only in Canadian magazines but also in an extensive list of United States periodicals and in the metropolitan dailies of the Eastern and Middle-Western States. This trip starts at Niagara Falls, Lewiston to Toronto—and ends at Chicoutimi, near the head of the Saguenay River in Quebec Province. In between these terminal points there are numerous short trips which make up the "local" business.

In advertising these two-hour, three-hour, half-day and overnight trips, the emphasis is laid on the word "cool" to a greater extent than in the publicity devoted to the longer journeys. In addressing the people of such cities as Toronto, Hamilton, Rochester, Buffalo and Montreal, there is not the same necessity of playing up the scenic advantages, as in the advertising of the "Niagara-to-the-Sea" trip in metropolitan papers. The people of the lake cities, which are "ports of call," know these short trips. They

do not need to be told that the scenery en route is a never-failing delight—they have made these trips from youth up. The people of Toronto, for instance, know the Niagara River as they do the main street of Toronto itself. What need to tell them that Niagara is beautiful? Or that the Thousand Island scenery is worth traveling thousands of miles to see? It is

gey as a fact they sought out ways and means to make it easy for the public to read their advertisement. They are fighting the public's inertia with science; and, just as the weather man has exploded the popular belief that a "wet" moon means a month of rain, so the steamship company has proven the fallacy of this no-advertisement-reading bogey.

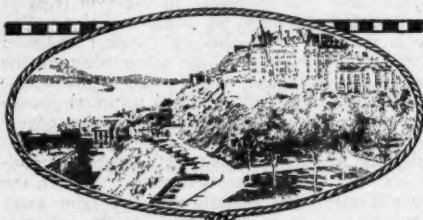
"We constantly keep in mind the psychological effect of the weather on the public's inclination to go on the water," one of the company's officials says. "We go so far as actually to try to make our copy look 'cool.' Illustrations, border, and type are all carefully calculated with this end in view—and although the copy for publication in Toronto, Hamilton and Montreal is changed every day, we always take time to bring the layout up to the 'cool' standard we have set for our advertising."

It has been found that while most steamship companies strive to give their copy a nautical flavor, the more effective atmospheric appeal is that of "cool comfort" "Rope" borders, boat flags, the life belt (much overworked in copy but seldom-used-

in-actual-practice) have all been discarded in favor of a simple border and type arrangement as seen in the illustrations.

By emphasizing "the comfort that comes from feeling cool" and by driving home this thought hard (big space with lots of white) every day the mercury's height warrants it, the Canada Steamship Lines have "got the people going" on boat trips.

One of the unique features of their advertising is the fact that



NIAGARA TO THE SEA

This should be your war-time vacation

MAKE a water trip this year—the kind of holiday that promotes health and refreshes the mind. Entertainment pleasure are sure to be enjoyed—just think of the excitement in making the kind of vacation that brings only a difference there yet. The railways are congested as never before—but there is no comparison as the scenery views that flow from Niagara to the Sea.

Come visit your northern ally. The boats of the Canada Steamship Lines will take you through the most delightful scenery of Canada in very comfortable cars. The high standard of efficiency which has always distinguished the "Canada" service, will be maintained on all the Company's routes.

Discover the "Rope" Island scenery—after you have "Rope" the Rapids of

the St. Lawrence River and visited Montreal—then linger awhile in Quebec, the city of traditions and refinement.

Watch the steep and narrow streets. Walk, in the evening, on Dufferin Terrace. Look down from the heights of their splendid promenade into the vast expanse of the Lower St. Lawrence—know that nature is every mile of the crowded river, with the Laurentian Mountains in the distance, their verdant slopes the day.

From Quebec it is but a short trip to the mouth of the St. Lawrence—where the boats of the Canada Steamship Lines will take you to Montreal.

From Quebec the route goes west and north, through the St. Lawrence, into the Gulf of St. Lawrence, and then to the Bay of Fundy, and then to the Strait of Cansu, and finally to the Atlantic Ocean. It is a trip of a thousand miles in a few days.

CANADA STEAMSHIP LINES, Limited



THE KIND OF ADVERTISING THAT AIMS TO SELL THE LONGER TRIP

enough to remind them these trips are interesting from a scenic standpoint—but the advertisement that makes the most direct appeal to them is the one that reminds them of the boat trip as the one sure way of obtaining respite from the city's heat.

The old bogey "people don't read advertisements in hot weather" has been proved a fallacy by the Canada Steamship Lines. They have met this problem face to face and instead of accepting this bo-

E. I. DuPont De Nemours & Co.

Wilmington, Delaware

Largest Explosives Manufacturer in the World



Remington Arms U. M. C. Co.

New York, N. Y.

Largest Firearms and Ammunition Mfr. in the World



United States Rubber Co.

New York, N. Y.

Largest Rubber Manufacturer in the World



Willys-Overland, Inc.

Toledo, Ohio

Largest Exclusive Automobile Mfr. in the World



These and other of our clients realize that

Foreign advertising is of primary importance now. All of them are advertising abroad, not necessarily for immediate business, but for what they know can be accomplished after the war.

For the last 14 years we have specialized in a foreign advertising service—by taking care of our clients' advertising interests in *All Foreign Countries*.

We shall be glad to confer with any manufacturers interested.

J. ROLAND KAY CO.

INTERNATIONAL ADVERTISING AGENTS

Conway Building, Chicago, U. S. A.

Associated House in London, England:

JOHN HADDON & CO. (Established 1814)

Salisbury Square, Fleet St., E.C.

TOKYO

J. Roland Kay Far-East Co.

3 Aoi-Cho, Akasaka

SYDNEY

255a George Street

And at Cape Town, Buenos Aires, Calcutta



Announcing **M E R G E R**

N I C H O L S - F I N N

Executive and Service Personnel

J O S E P H H. F I N N

W. W. Garrison

J a y C a i r n s

George H. Sheldon

with

M c J U N K I N

Advertising Company

CHICAGO

::

NEW YORK

CLEVELAND

Dominant Idea Advertising

they publish a house organ "By Water" which is sold on subscription to the general public at 50 cents per year, even though it is more of an internal than an external organ and deals with both freight and passenger traffic. The subscription list numbers up in the thousands.

This year the Canada Steamship Lines have taken full advantage of the "wartime economy" idea. The following is an ab-

the railroads compelled to restrict their activities to essential travel and to freight hauling, the steamship is the only means of transportation left open for free solicitation of tourist business. The opportunity thus presented to the Canada Steamship Lines is taken advantage of in the advertisements—in several of which this paragraph appears:

"In planning your holiday, remember that there is no congestion on the mighty rivers that flow from Niagara to the sea. Complete Standard Service maintained by the boats of the Canada Steamship Lines."

"The Boats Are Running"

NOW is the time to cross the lake in comfort! The weather is right—and the Niagara River scenery is at its very best in June.

WEEK DAYS

West Service Toronto to the Niagara-on-the-Lake, Queenston and Lewiston at 7:30 a.m. and 1 p.m. Returning West, arrive! in Toronto at 1 p.m. and 5:45 p.m.

SUNDAYS

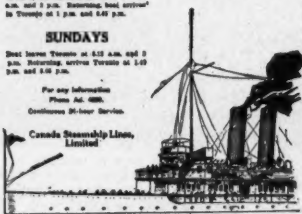
West Service Toronto at 8:15 a.m. and 5 p.m. Returning, arrive Toronto at 1:15 p.m. and 5:45 p.m.

For any information

Phone AG. 4885.

Continues 24-hour Service.

Canada Steamship Lines, Limited



ONE OF THE EARLY ADS OF THE "COMFORT" SERIES

stract from one of the advertisements:

"Make it a water trip this year—the kind of holiday that promotes health and refreshes the mind. Extravagant pleasures are not to be encouraged—but there's real economy in taking the kind of vacation that keeps one's efficiency above par."

Another condition that favors a steamship company just now, is the restriction placed on railroad travel. American railroads, now under Government control, are not this year permitting any solicitation of tourist business. With

About Glass Houses and Stones

On the principle that other things beside charity should begin at home, John Adams Thayer has sent the following letter to T. E. Donnelley, of the Paper and Pulp Section of the War Industries Board:

"A well-known publisher sends me to-day the Summary of the Report of the Federal Trade Commission on the Meat Packing Industry. It is a pamphlet of 105 pages, fifty-one of which are printed, and fifty-four of which are blank. He writes me as follows:

"I am enclosing a Government report received to-day. Please note the blank pages.

"Why all this agitation about saving paper if the Government is going to waste

it this way?

"I thought you would be interested in the matter."

"I am so much interested in the subject of paper conservation that I think this more than 50 per cent waste in this pamphlet should be called to your attention. I would, therefore, make the suggestion that you recommend hereafter that these reports be printed on both sides of the paper, even if it is a slight inconvenience to the editors of papers and machine operators.

"Some twenty-six years ago, in Chicago, you presented me with a 'Life of Franklin,' published by your company. While I haven't seen you in the intervening years, I know that Franklin's idea of thrift is believed in by you as well as by

"JOHN ADAMS THAYER."

Outlook Good for Standard Size Catalogues

SINCE the Catalogue Conference, held in Chicago last May, considerable advance has been made toward standardization of page sizes. The National Retail Hardware Association has adopted $7\frac{1}{2} \times 10\frac{3}{8}$ inches and committees of several other organizations have recommended this size for adoption at their next conventions.

The Catalogue Conference adopted three standard sizes— 6×9 , $7\frac{1}{2} \times 10\frac{3}{8}$, and 8×11 . Following the conference, the committee of the National Association of Purchasing Agents passed a resolution urging that, "all catalogues meant for the use of purchasing agents be made $7\frac{1}{2} \times 10\frac{3}{8}$ inches, or in half sizes, saddle stitched so that they will open flat to that size, for filing in such manner as will insure their coming to hand when wanted."

The attitude of the purchasing agent toward catalogues has been outlined for PRINTERS' INK by W. L. Chandler, of the Dodge Sales & Engineering Company, Mishawaka, Ind., who is chairman of the committee and was largely instrumental in getting action on the standard sizes.

"A purchasing agent will always file any catalogue which he believes to be of value to him," he said, "regardless of its size, but as time goes on and his standardized file becomes more dependable and complete, he will refer less and less to his file of odds and ends.

"Occasionally someone advances the idea that a catalogue which is made of such size that it cannot be filed will be kept on the purchasing agent's desk for frequent reference. A catalogue must be extremely valuable and frequently referred to to secure that prominent position. In practically every case catalogues must be filed somewhere. Practically all of the real value in a catalogue comes through the fact that that catalogue comes to hand when somebody is in the

market for goods described in the catalogue."

The $7\frac{1}{2} \times 10\frac{3}{8}$ size is the largest size of hypotenuse oblong proportions which can be produced from a 32×44 sheet.

"The reason this was selected," said Mr. Chandler, "was that the Typothetæ and the paper interests informed us that 2 per cent of the presses of the country could print $8\frac{1}{2} \times 11$ economically, 10 per cent could print 8×11 and 90 per cent could print $7\frac{1}{2} \times 10\frac{3}{8}$ with economy. Also, that while all large printers had presses large enough to print $8\frac{1}{2} \times 11$ they did not have enough of them to take care of any greatly increased demand, and that to standardize on anything over $7\frac{1}{2} \times 10\frac{3}{8}$ would result in a very serious upheaval in the printing business. So it was the Typothetæ which was largely responsible for our final selection, because the paper mills gave us to understand that they could make any size within reason."

China's Business Assets and Liabilities

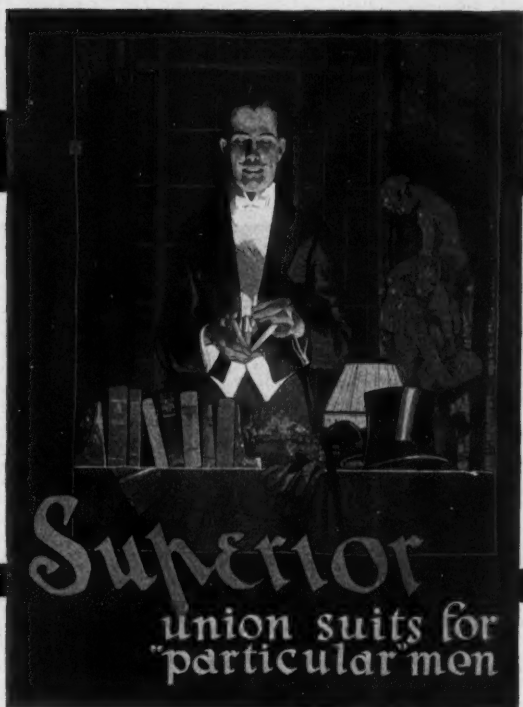
"China has four great assets that make for commercial greatness. First, she has plenty of labor; second, unlimited raw materials; third, her soil and climate permit turning out all sorts of goods, and fourth, she has enormous mines yet untouched. These resources should attract capital and China welcomes American capital especially.

"Chinese men do not know the science of business. They do not know how to advertise. As a result the United States to-day relies largely on Ceylon or Japan tea, when Chinese tea of superior flavor may be secured just as cheaply; and this country is consuming more silk from Japan and France and less from China, the home of silk, than ever before.

"America should naturally gain the ascendancy in future Chinese business relations, but Americans must study our problems and prepare in order to do so."—Chao Hsin Chu, Chinese Consul General, in address before San Francisco Advertising Club.

Convention Was Well Financed

A refund of 20 per cent has been made by the San Francisco Advertising Club to the 760 firms and individuals who subscribed to the fund to finance the A. A. C. of W. convention, held last month.



Superior
union suits for
"particular" men

SUPERIOR

That is what many advertisers say about our work.

The Superior Underwear Co. in particular say "Pleased with the new window cards which you designed for us? Well, I should say so. They are full of snap, punch and selling power—and everybody is happy, the salesmen, the dealers who are using them and ourselves."

Advertising men who appreciate the value of artistic effectiveness will be particularly interested in the work of our various artists.

Do you get THE LANTERN?

 *The Amsden Studios* 
Advertising Art & Engineers Bldg. Cleveland

Special Offer

This Metal Tablet, mounted on Mahogany Base, is a dignified and appropriate means of showing your respect for the Soldiers gone from your organization.

For

Offices, banks, businesshouses, clubs, lodges, and all large institutions having a number of men in the service display this beautiful tablet.



This shows the large tablet on stand, which can be displayed on counter or table. Combination tablet and stand, price \$11.00.



This tablet is so designed and worded that it covers all branches of the service and any number who have gone. Size of base 11x14 inches. Can be fastened on door or wall. Price, \$10.00, postpaid.

America's Leading Business Firms

are getting these handsome Honor Tablets instead of, or in addition to, service flags. They last a lifetime and their excellence is on a par with the finest of office furnishings. Carefully packed and shipped to any address in U.S.A. at prices listed if you write at once.

The Hart Products Company

919 Close Building - Toledo, Ohio

Modification of Instalment Plan Made Necessary by War

Firms That Enforce Contract Provisions in Case Purchasers Are Called to the Colors Subject to Severe Criticism—Some Have Abandoned the Plan Altogether

MANUFACTURERS who have hitherto sold their goods direct to the consumer upon the deferred payment or instalment plan have, in quite a number of cases, been compelled either to abandon it entirely or materially to restrict its operation. This, of course, applies to those concerns that make articles that especially appeal to men of draft age. No matter how desirous a young man is to keep up his payments after being summoned to service, he is in most cases unable to do so after he once leaves for the front. When this happens the manufacturer must resort to legal steps to recover his property. But as such a course provokes much uncomfortable criticism among the soldier's friends and acquaintances, the firm that resorts to it soon becomes unpopular. How the problem is being solved is shown by the experiences of the following firms:

A manufacturer of billiard tables, whose output has had a large sale among young men under the deferred-payment plan, has reduced his output to a point where it is only sufficient to take care of orders that come in without solicitation and as the result of advertising done in previous years. As his plant is largely engaged in the production of another article under contracts with the Government he is in a better position to do this than some of his competitors. The reason for taking the step referred to is that he found that many of the young men who had purchased billiard tables on the instalment plan had been drafted or had volunteered for the war. Although under the sales contract which they had signed he could swear out a writ of replevin and seize the property in default of payment, as is usually done in such cases, it would be against

public sentiment, which holds that men who are willing to sacrifice everything, including their lives, for their country, should not be subjected to such treatment. If soldiers or sailors are unable to keep up their payments after leaving home, their contract obligations should be suspended voluntarily by the manufacturer until their return from foreign service.

HOLD DEBTS IN ABEYANCE

"What are we to do under the circumstances?" said the manufacturer in discussing the matter. "It is not politic or advisable to act contrary to public opinion, even if you have the law on your side. Even in our own eyes it would not be giving the drafted men a square deal should we seize the billiard tables upon which they were unable to continue the payments. And so we have decided not to take any steps to recover our property until the war is over, although we have quite a lot of money owing us. No men at the front need give their indebtedness to us the slightest thought while they are away. Those who have left families behind them which require for their support all the money they can send them out of their small pay are doing their best both for their families and their country. One woman who has a son at the front and who scrubs floors in offices to provide for her little brood of young children told one of our collectors that she would pay fifty cents a week until the amount due on a table he had purchased before he went away was fully paid. Rather than have her do that and pinch herself and little ones on food and the necessities of life, I had the bill receipted and sent back to her with the compliments of the company.

"We have decided to make no

more sales to men of draft age under the old form of contract. The new form we have adopted contains a clause providing that the purchaser shall secure the endorsement of someone safely beyond the draft age. We are not, however, making any attempt to push sales under it. On the contrary, we have cut down our output to the bone and it is now only large enough to take care of orders that come in voluntarily. We intend to pursue this policy until after the war ends."

A publishing house that has had remarkable success in selling books on the instalment plan has abandoned this method entirely and now sells only for cash. This policy was adopted after it found it necessary temporarily to discontinue manufacturing on the scale formerly employed because of the difficulty experienced in securing raw materials of the desired quality sufficient to fill the many orders it now has on hand.

INSTALMENT SELLING ABANDONED ENTIRELY

The Remington Typewriter Company has not changed its selling plan, notwithstanding the unusual conditions that obtain in its business. All classes of instalment sales are, however, being carefully scrutinized. The chief difficulty it is experiencing is to produce typewriters in sufficient quantities to meet Government and commercial demands. In order to help production of standard machines along, the company has discontinued the manufacture of special equipment.

Another concern that still sticks to the deferred-payment plan is the Minneapolis Artificial Limb Company. While in time of peace there is a constant, though limited, demand for artificial legs and arms to replace those lost through accidents, when the war came on the business expanded amazingly. Those soldiers or sailors who return home crippled naturally turn to the manufacturers of artificial arms and limbs for help to rehabilitate themselves.

Ray Trautman, head of the Minneapolis company, in discuss-

ing the effect the war has had upon business, said to PRINTERS' INK:

"On account of this war our business is flourishing instead of lying dormant. Of course the prices of labor and materials have nearly doubled, but at the same time the volume of our output has been so much greater that we have been able to reduce materially the cost of manufacture. We have not changed our selling plan and still sell on easy monthly payments. Moreover, those who make purchases have served their time in the Army and are no longer subject to draft. They are therefore just as desirable a class of customers as we would want and usually meet their obligations with great promptness."

How to Advertise for Laborers

The blanket prohibition against advertising for unskilled labor by war employers with a force of more than 100 men has already been modified in twenty-two States. The Federal directors of the United States Employment Service for these States were authorized to insert in newspapers, in behalf of firms authorized to recruit labor in their States, and which will pay for them, advertisements beginning in the following form: "United States Employment Service needs unskilled laborers for (name of firm)."

The advertisements should state the nature and location of the work but must not mention wages. Men must be asked in the advertisement to apply at a United States Employment Service office.

The twenty-two States in which this modified advertising will for the time be admitted are: Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Minnesota, Mississippi, Missouri, Nebraska, New York, North Carolina, Ohio, Oklahoma, South Carolina and Texas.

Newspaper Ad Men's Officers

A permanent organization for the Daily Newspaper Advertising Managers' Association of New York was effected last week, when officers were elected as follows: President, Harry Ahern, *Evening Post*; vice-president, William McK. Barbour, *Globe*; secretary and treasurer, Fred Trimm, *Evening Journal*. The above, with the following, comprise the executive committee: Benjamin Butterworth, *Times*; William F. Reynolds, *Brooklyn Standard-Union*; R. H. Cornell, *World*, and J. M. Boyle, *Telegraph*.

Buyers Aid-ed

665 buyers have been aided in finding the Rochester dealer handling the advertised brand they wanted.

Every brand named in the border has been asked for—and many others.

Sales have resulted for hundreds of products—ranging all the way from "Add-A-Pearl" Necklaces to "Republican" Motor Trucks; the two above-mentioned sales definitely credited to Buyers Aid service in letters from the local dealers.

Inquiries continue in Rochester at the steady rate of 12 to 15 a day and traffic is showing a heavy increase in our other 99 service stations.

BUYERS AID, INC.
NEW YORK, N. Y.

Huban Universal Hoover Suction Sweeper Jewel Belting Bohart Rugs
 Coffee Phenix Andes Ranges White Hose Tea Joseph Magneto Vanis Fair Picture Hooks
 Ajax Tires Corset Wheels Spirella Corset Fair Underwear Corset
 Essenkey Tire Filler Anyani Jantant Rubberoid Roofing Wilsons Garters Atwater-Kent Auto Supplies Washer
 Kureks Jar Refrigerator Add-A-Pearl Necklaces Smith Auto Paint Wandersson Corset
 Micrometers American Furniture Shalers Vulcanizer Pantasol Iron Wand Vacuum Cleaner
 Standard Patterns Automatic Ice Machine Bakers Canvas White Mowers Armo Iron Vassar Underwear Beacon Shoes
 Benzol Belber Trunk Gen Earphone Rean Cutter Bowers Bakery Yarn Cheney Silk Stoll Bon-Ton Corsets Oakland Automobile Fiorasheim Shoe Burrows Screens Fuller Durham Hosiery
 Certain-Tied Fire Insurance Roofing Dorr Automobile Imperial Primers Mack Trucks Chalmers Automobile Suit Cooper Woolin Dangler Stove Rubens Miracle Oil Chalmers Radio Hemo Corset Crane Pulley Rex Tire Mazo Board
 Corticella Silk Lanson Carriers Gargoyle Mobile Oil Marvel-Pit Union Suits Columbia Batteries
 Lansius Aeroplanes Mangfield Fruit Jars Torrington Sweeper Society Brand Clothing Manhattan Shirt
 Crescent Ribbon Roovers Embosser New Process Oil Stove National Carpet Sweeper National Curling Iron Stove
 Likely Trunks La Camille Corsets Maytag Electric Washer Marvel-Pit Union Suits Columbia Batteries
 Rubens Infant Shirt

IT IS OUR PLEASURE TO ANNOUNCE THAT, BEGINNING AUGUST NINETEENTH, NINETEEN HUNDRED AND EIGHTEEN

EDMUND J. RYAN

LATELY WITH LORD & TAYLOR, NEW YORK AND FORMERLY WITH N. W. AYER & SON, BECOMES A MEMBER OF THIS ORGANIZATION, IN CHARGE OF ADVERTISING AND PUBLICITY.

HE BRINGS TO THIS FIRM WIDE EXPERIENCE IN NEWSPAPER WORK, MERCHANDISING, SELLING, RETAIL STORE ADVERTISING AND GENERAL ADVERTISING AGENCY WORK.

JONES & BAKER

SECURITIES

50 BROAD STREET, NEW YORK

CHICAGO
BOSTON

PITTSBURG
PHILADELPHIA

The Place of Service in War-Time Business

(Continued from page 6)

effort he did not sell the dealer's entire stock, but he ran such a big hole into it that the merchant was glad to give him an order.

That was real service. The incident shows that service cannot always be charted and sold as a definite commodity. Rendering service is nothing more than having an efficient attitude toward one's job. You can't always tell in advance when, where and how you are going to give service, but if you have the right attitude you are going to lose no chance to be accommodating and helpful, and very often that is the best service there is. Giving service is doing the right thing at the right time without being told.

SALESMAN GETS MONEY FOR HIS CUSTOMERS

A grocery salesman traveling out of Chicago has made a special study of retail accounting. He was led to do this because he found so many of his customers in financial hot water. He states that most retailers do not know how to borrow money from a bank for the reason that they cannot make out a proper statement of the condition of their business. When this salesman finds a deserving customer who needs money he will offer to run over his books, prepare an intelligent statement, and will himself take it to the bank and ask for a loan on the strength of it. He admits that this work eats into his time, but he says it has saved many a grocer from landing on the rocks. Incidentally his constant willingness to pull off his coat and to pitch in and do something for a dealer that the latter is not able to do himself has established him solidly with his trade.

That is real service, especially in war time. Service in many instances is nothing more than removing some temporary friction from business and thus giving it

a chance to function normally.

The other day a food manufacturer sent out a letter to a number of his customers reading something like this: "Will you please return to us the four cases of X, or such part of the shipment as you may have left that we sent you on the eighth? We find that this shipment is from a batch that is not up to our usual quality. No one would ever notice the difference, but we are not satisfied to have any of our product go out that falls below our high standard. Bill us for the cost of the goods and for all trouble that you may be put to."

Is that real service? Yes, because it gives the retailer the unmistakable impression that he can always rely absolutely on that house's integrity.

One of the big sugar refineries is taking elaborate pains at the present time to tide its customers through the sugar shortage. Many of its patrons are manufacturers, such as makers of candy, ice cream and soft drinks, who use sugar in their processes. The refinery sends out expert candy men to show these manufacturers how they can get along with less sugar and obtain good results by using substitute materials.

That is real service. It is an actual demonstration that our large manufacturers realize that they can succeed only in the measure that their patrons succeed. Keeping their customers going and operating efficiently is their chief job. Selling the product follows as a matter of course.

HECKLER PUT UP HIS WATCH

According to Louis J. Heckler, of Heckler Brothers, one of the live-wire hardware houses of Pittsburgh, service consists in "delivering the goods and their keeping the customer satisfied afterward." Here again we get the view that the modern buyer wants something more than mere merchandise. Heckler ought to know. He has been remarkably successful in building up his business. His success is largely due to the fact that he is continually doing

more for his customers than they have any reason to demand. Showing that service very often consists in doing the unexpected, he tells this story:

"A customer came into the store one morning and wanted a quart of Valspar varnish," he relates. This happened during the time when the Valentine Varnish Co. first put on its national campaign for this product. In fact, a double page spread had appeared in a popular weekly, and the inquiry resulted from this advertisement.

"I told the customer that we did not have Valspar in stock but that we would get it for him, but he said it was absolutely necessary for him to have it that evening because he wanted to go to the river to repair his boat. I told him that we would deliver it to his home before six o'clock that same evening.

"The store in which this happened was located in the suburban part of our city and I made a special trip into the city to get this quart of varnish for him. None of the jobbers had yet laid in a stock of this varnish, and after visiting about fifteen jobbing houses and retail stores I finally located a small stock in a little paint shop in our city. It took me about five hours to locate this article. The young lady in the paint store said the goods had just arrived the day before and she did not know what the selling price was.

"I told her to give me a can of this varnish and charge it to us, but she said she could not do so because her employer had instructed her not to open any new accounts during his absence. I then told her that I would give her a five-dollar bill for this material and later I would stop and get the balance of the money, which would be due me. She said she thought it was worth at least five dollars. But when I reached in my pocket I found that I had forgotten to take my wallet with me that morning when I changed my clothes. I was in a dickens of a fix and in order to secure that

quart of varnish I put up a forty-five-dollar watch for security.

"However, I delivered the message to Garcia. It took about six and a half hours to get this material for my customer. The profit that I made on the can of varnish amounted to about thirty cents."

Perhaps Mr. Heckler's customer did not appreciate this service. That, however, makes no difference. Service has a cumulative value. An occasional buyer will not even thank you for all the pains you may take to satisfy him. Nevertheless, if a maximum of service is consistently given, regardless of the attitude of individual customers, it is bound to benefit the business and to build up a priceless good-will.

SERVICE KEEPS PRODUCT FUNCTIONING

The manufacturer of a high-priced machine has an expert follow up all sales, not only once or twice, but frequently for two or three years after the sale is made. There is nothing particularly complicated about the machine, but its manufacturer is anxious that it be operated properly so that its owner may get a maximum of usefulness out of it.

That is real service. The owner of a new machine left to his own devices, may wear it out long before its time and waste a great deal of material. It is surprising how many machines are operated carelessly. The Fuel Administration, for instance, is finding that very few furnaces or heaters are being run with anywhere near a 100 per cent efficiency. That service must be given to get owners to realize the fullest benefit from their machines, is generally conceded. The only debatable point that remains, is how much of this necessary service should be given free. How far can the manufacturer go in giving service before he must charge for it?

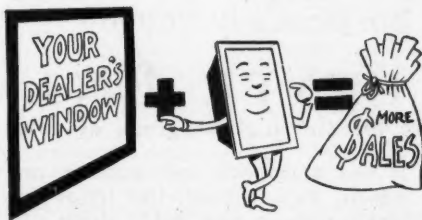
The Gillette Safety Razor Co. knows that of the millions of safety razors it has sold, thousands of them are not being used. There are various reasons for

The
POWER, ALEXANDER and JENKINS
 COMPANY
Advertising
 DETROIT



The right kind of agency and the right kind of advertiser must inevitably "discover" each other. We are content to bank our future on this fundamental law of mutuality.

Sig-No-Graph—the Window Salesman



The purpose of the Sig-No-Graph is to make displays of merchandise looked at and remembered, rather than seen and forgotten. In your dealer's window, the ever-changing multi-colored light effects of the Sig-No-Graph bring pause to the passerby who would otherwise pass without notice. The Sig-No-Graph creates window sales without other effort.

Write for our booklet—"Winning Sales With the Sig-No-Graph."

THE SIGN^o-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

August 22, 1918

MR. NATIONAL ADVERTISER:

It pays, AND PAYS BIG, to have our boys and girls (the real consumer-value in the family unit) solidly with you now for their immediate, persistent influence on today's buying in a million desirable homes, to say nothing of the bonus in guaranteed insurance you are providing—at no additional cost—for stabilizing your future market with these "men and women of tomorrow."

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE BOYS' WORLD	THE GIRLS' COMPANION	YOUNG PEOPLE'S WEEKLY
Over 420,000	Over 400,000	Over 200,000
\$1.50 per line	\$1.25 per line	75c per line

 COMBINATION RATE, \$3 PER LINE—\$45,000 GUARANTEED

David C. Cook Publishing Company, Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Roy Barnhill, Inc.,
23 East 26th St., New YorkArcher A. King, Inc.,
People's Gas Bldg., ChicagoSam Dennis,
Globe-Dem. Bldg., St. Louis

*For that
particularly fine job—*

DELOTYPE ENAMEL**The paper for the highest grade of color printing**

It has a smooth, soft surface, on which fine screen half-tones in black, duo-tone or color show up with snap and sparkle.

This paper, like all our other brands, goes through the coating machines *twice*, resulting in absolute uniformity of coating on the two sides. Write for samples or dummy.

BERMINGHAM & PROSSER COMPANY
Chicago Kalamazoo New York

this. The owner may not know how to use it. He may not have the knack of holding it or of swinging it across his beard. Having its product idle was not helping the company any. It recently conducted a campaign to put these sluggish razors to work. Demonstrators were sent around the country to show men how to use the razors. Educational advertising was run in the newspapers of the city in which the demonstrators were working.

That is real service. A sale is never complete as long as the buyer has reason to be dissatisfied with his purchase. Removing that dissatisfaction is where service comes in.

ORATORY HELPS THIS SALESMAN

A certain clothing salesman, traveling for a well advertised house, seizes every opportunity to address commercial bodies in the towns that he makes. His subject is always the importance of co-operation in small communities. He usually succeeds in firing his audience with his own enthusiasm, and in several instances has been instrumental in getting towns to make a drive for more trade.

That is real service. It is purely gratuitous. It interferes in no way with his regular work. In fact, by trying to build up the communities in which he travels, he is laying a foundation for a bigger business for himself in the not very distant future. It is a rather significant thing that much valuable service is being done by salesmen, acting on their own initiative and entirely independent of their employers.

Service is actually the biggest thing in American business. There is absolutely no end to the number of illustrations that could be related in proof of this statement. The files of PRINTERS' INK, chronicling the development of service from week to week, are a bulwark of proof in themselves.

Service is really the dynamo not only of business but of life. The desire to serve is the spark that drives men on to achievement.

He who serves most, succeeds best.

One of our Presidents, I believe it was Garfield, determined to be the valedictorian of his class at college. He had but one rival for the honor. He made up his mind that he would win out by studying fifteen minutes longer each day than his class mate. He watched the light in his rival's room at night and always made it a point to study at least fifteen minutes after that light had gone out. That fifteen minutes was the margin of service which Garfield was willing to pay for success.

SERVICE MAKES MEN WIN

A man may be hemmed in by competitors on all sides, but if he can give greater service than any of them he is almost certain sooner or later to rise above them. The other day I saw a subway guard lead an old lady through a car until he found a seat for her. That man was rendering a service that I have never seen any other guard giving. It is the spark of initiative that is bound to lift him above his fellows.

William H. Newman, former president of the New York Central, who died the other day, when a station agent in the South a half a century ago, took a train away from a drunken engineer and himself ran it safely to its destination. That is what service is. Seizing opportunity and doing the thing that sound judgment says should be done, even though it is not according to precedent and even though it may be against the rules, is giving real service. It is the quality that carried Mr. Newman to the heights he eventually attained. It is the quality back of all genuine success. American business cannot get along without service.

Harry O. Latham Makes Change

Harry O. Latham, for the past year vice-president and advertising manager of *Motor Life*, New York, has become associated with George H. Burr & Company, of the same city. Although his active work for *Motor Life* ceases, he will continue as vice-president.

How the Fourth Liberty Loan Will Be Advertised

Page Copy Written by President Wilson and Other Prominent Americans to Be Used Throughout the Country—"Lend the Way They Fight" to Be Slogan of the Campaign

PLANS are now rapidly shaping up for the advertising campaign on behalf of the Fourth Liberty Loan—in all probability the greatest campaign yet seen. One of the outstanding features will be a series of full-page advertisements written by a number of the most distinguished statesmen, authors and business men of the country. The list is headed by President Wilson, who has already prepared a "crack-a-jack" appeal that ought to "bring home the bacon." His message will be used as a curtain-raiser to the campaign which opens September 28 and continues until October 19.

Others who will prepare advertisements are Colonel Theodore Roosevelt, William Howard Taft, Secretary Baker, Secretary McAdoo, General Pershing, Dr. Frank Crane, Augustus Thomas, Irvin Cobb, George Ade, Samuel G. Blythe, Wilbur D. Nesbit, Henry Ford, Arthur Brisbane, Henry Cabot Lodge, Charles M. Schwab and Herbert Quick. Their advertisements will appear in mediums published from one end of the country to the other.

In the three former campaigns the several Federal district committees were urged to write their own copy on the ground that they would be better able to prepare the kind of matter that would appeal to their several constituencies. In the new Liberty Loan campaign a large proportion of the advertisements will be standardized matter, furnished the district committees from publicity headquarters in Washington. The advertisements, other than those mentioned above, will be written, as before, by advertising experts and will be illustrated by distinguished artists. The illustrations of the new series will have a war ring to them and will serve to

carry out the spirit of the slogan adopted for the campaign, "Lend the Way They Fight."

Each piece of copy sent out will carry suggestions for its use in full-page, half-page and quarter-page space, according to its importance in the eyes of the bureau heads at Washington, but local committees are under no obligation to follow the suggestions.

PLENTY OF POSTERS, BUT FEW ELECTRIC SIGNS

Outdoor advertising will be used heavily, as in the former campaigns. Posters of the same size as those formerly employed will be put out in some dozen different designs, each in an edition of 500,000. For billboard display there will be concentration on a single 24-sheet design featuring a figure of Victory. Collier will handle the street-car advertising, furnishing his own copy, subject to approval at the Treasury Department. The usual plans will be made for painted bulletins in this campaign, but, owing to the "lightless nights" orders now in effect, there will probably be few electric signs.

Thirty million Liberty Loan buttons of an attractive new design have been ordered for distribution. Of course it is not expected that there will be that number of subscribers to the bond issue. There is always considerable waste in the use of buttons of this kind in spite of all precautions taken. To have the supply run short before the campaign ends would be regarded as a serious drawback. Hence the large number that will be required.

As in former campaigns, the Government will spend no money for advertising space in magazines, newspapers, trade publications, street cars or on posters.

Which Do You Buy?

"Just color-plates" or color-plates
with perfect *printing qualities*?

The difference in cost is little, but
the difference in result is vast.

Our remarkable growth is based on our
ability to make plates that not only re-
produce the subject faithfully, but also
are unfailing on the press.

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue . . . New York City
J. H. Tryon C. A. Grotz



New and Ready

For fifty-two weeks the fertile field of WOMAN'S WEEKLY subscribers has been allowed to lie idle.

This fallow ground is now ready for sowing. The seed of good advertising sown here should bring results. Those national advertisers who have a product to sell to women will do well to sow the field now.

Reach these 100,000 women who have paid \$300,000.00 for WOMAN'S WEEKLY. At one-half a cent per line per thousand it is truly a good buy.

Woman's Weekly

A Magazine of Service to Womanhood

10 cents a copy

\$3.00 a year

Published by

THE MAGAZINE CIRCULATION CO., INC.

333 S. Dearborn St., Chicago

Est. 1900—Inc. 1908

303 Fifth Ave., New York

Bank Deposits Exceed \$15,000,000

Six banks in Chester have deposits exceeding fifteen million dollars, exclusive of trust funds. The significance of this is, the proportion of deposits to a community population of over 100,000 (80,000 in city of Chester proper).

Of course this reflects buying power—which is of vital interest to advertisers. It indicates thrift, spending power and home-enjoying tendencies. The CHESTER TIMES and THE MORNING REPUBLICAN in combination offer a particularly economical means of reaching this rich community.

*The Only Daily Newspapers Published in Chester City
and Delaware County*

**CHESTER TIMES and
THE MORNING REPUBLICAN**
Chester, Pa.

FOREIGN ADVERTISING
303 Fifth Avenue, N. Y.

FRANK R. NORTHRUP, Manager
1510 Assoc. Building, Chicago

Office *for* Rent

Unusually desirable space in modern sprinkler building, 21 feet by 18 feet. Printing, Allied Trade or Art Dept. preferred. Unobstructed light on two sides. On eighth floor, in vicinity of 8th Ave. and 38th St., New York City.

Address

BOX 182, care of PRINTERS' INK

No demand will be made upon publishers to donate their columns to the boosting of the loan. As before, advertisers will be asked to contribute a portion of their regular space for one or more Liberty ads.

From assurances already received by the Committee on Public Information from local committees throughout the country, it is quite certain that the amount of space that will be donated will be equal to or in excess of that contributed during the Third Liberty Loan campaign.

Moving pictures specially prepared for the purpose will be extensively employed to put the selling message across. Most of them will be short—350 feet—and will present the favorite screen stars in patriotic scenes.

On the opening day of the campaign twenty-four trains of war exhibits, each composed of three large flat cars, loaded with war relics, and a tourist sleeping car for the use of the speakers who will accompany them, will start on a tour of the country. Each exhibit will consist of captured cannon, huge shells, field artillery, specimens of German equipment of various kinds and a large amount of other war paraphernalia. Several tanks that have seen service abroad will be included. The French High Commission has sent to this country the airplane in which Guynemer, the famous French ace, brought down seventeen Boche planes.

ORGANIZATION IN SECOND RESERVE DISTRICT

Of the several Federal Reserve districts, the Second, which includes New York State, twelve counties in northern New Jersey and Fairfield county, Connecticut, will be looked to for one-third of the money to be raised by the sale of Liberty bonds. As in former campaigns, the Second Federal District Committee will have a very complete organization for carrying on its work. Its headquarters occupy nearly all of the twenty-fifth floor of one wing of the Equitable Building, at 120 Broadway, New York. The direc-

IN most every city there is one newspaper which, because of its high standing and integrity, ranks above all others in the field in the esteem of the worth-while people of that community. In

WILMINGTON

DELAWARE

this newspaper is

Every Evening

and its supremacy in those essentials which make a newspaper valuable to reader and advertiser alike is unquestionable.

Remember please, Wilmington now has a population of 125,000, and offers splendid possibilities of trade development.

Every Evening

WM. F. METTEN

Business Manager and Treasurer
WILMINGTON, DELAWARE

A Reputation

We are known to the leading advertisers as producers of quality

MATS and STEREOS

and the promptness of our service insures delivery when promised.

J. T. BUNTIN, Inc.
209 WEST 38th STREET, N. Y.

You've got to have the right pencil

If your pencil work is to be always up to top efficiency, you've got to have the best quality and the degree of lead exactly suited to your work.

DIXON'S ELDORADO

"the master drawing pencil"

is proclaimed by pencil connoisseurs as a real American achievement. The strong, responsive leads make work less tiring and more economical. First specify the Eldorado; then be sure you are getting the right grade.

How to find your grade. 6B is softest, 9H hardest and HB is medium (the degree most used in general work). Select the degree you think will suit your work. If not exactly right, next time choose a grade harder or softer. When you have thus found your degree, specify it every time.

Write us on your letter head for the degree you want and we will send you full-length samples free.

JOSEPH DIXON CRUCIBLE CO.
DEPT. 150-J JERSEY CITY, N. J.

6B	Varying degree of softest.	H	Hard.
5B	extra softness—6B softest.	2H	Harder.
4B		3H	Very hard.
3B	Extra soft and black.	4H	Extra hard.
2B	Very soft and black.	5H	} Varying degrees of extra hardness.
B	Soft and black.	6H	
HB	Medium soft.	7H	
F	Firm.	8H	
		9H	

tor of the advertising department is B. F. Pope. The space bureau is presided over by Lorne Corsaut, who will have 150 picked salesmen and twelve division managers under him. During the campaign the salesmen will call on 15,000 "prospects" for advertising space contributions. All of the salesmen are volunteers.

The Division of Publication is directed by R. T. Pearl; the art department by H. M. Thurber; the copy department by A. H. Barnett, of the New York *Evening Post*; the printing department by C. H. Turner, formerly of *Collier's*; the supply department by F. W. Doying, and the outdoor department by N. Edward White.

Speaking about the work of the advertising department, Mr. Pope said: "During the Third Liberty Loan campaign, advertisements of the loan appeared in 1,500 newspapers and periodicals in this district. We expect to use about the same number in the Fourth Liberty Loan campaign. The copy we will use is based on the fighting appeal and has been prepared by the best writers and artists available. Some of it will carry short poems written by our boys in the field.

COPY FOR MAGAZINE AND POSTER DISPLAYS

"The October and November magazines will print Liberty Loan advertisements, some of which were prepared in Washington and some by our own copy department. The newspaper campaign will open the week before the drive starts on September 28. As in former campaigns, the space used will be contributed by advertisers. We have reason to believe from reports we have already received, that the amount will be fully as large as in any of the preceding campaigns. The posters, eight of which are already on the press, have been designed by the national committee of artists and illustrators. One is by Howard Chandler Christy and another by J. Scott Williams. Bill posters will not be turned loose with a large number of posters which they are to post wherever they choose. The city

DIXON'S "ELDORADO" - the master drawing pencil - HB

has been carefully surveyed and the posters will be put out according to a fixed, artistic plan.

"Electric signs will be employed only to a limited extent because of the coal shortage. The street-car advertising men will see that the loan is well advertised in their mediums. Some 'stunts' will be used to stimulate interest.

"Window displays are to be more extensively used than in other campaigns. This is made possible through the co-operation of the National War Service Committee on Window Displays, and the department, chain store and retailers' committees, who have arranged for some unusually attractive features. There will be enough novelty in the advertising copy and in the method of presentation to arouse public interest as to the tremendous importance of subscribing to the loan."

The press bureau, which is under the management of G. Selmer Fougner, will supply editorial and news matter to 2,400 publications, some of them outside of the Second district. In fact, many of the district committees send in requests for editorial and advertising copy prepared by the Second district staff. Two hundred and fifty house organs in this district will be supplied with Fourth Liberty Loan publicity. John Price Jones, who is Assistant Director of Publicity and his staff, have prepared a booklet for the use of editors and speakers entitled, "Where the Money Goes." It contains important information as to what Uncle Sam does with the billions of dollars subscribed by the public for the various Liberty Loans. A second booklet contains suggestions for writers who are preparing advertising matter.

Balliett Back from the Front

Carl J. Balliett, managing partner of the E. P. Remington Agency of Buffalo, N. Y., who enlisted in the A. E. F., Y. M. C. A., has returned to America after spending six months in France.

He had charge of the Y. M. C. A. entertainment bureau in a large base, covering several cities and a number of American camps, and later had three weeks at the Front.



"Who Would 'x' mine
Export?"

"PUNCH" and EXPORT TRADE

ALL Britons abroad, many of them in control of vast enterprises, deem "PUNCH" not least among their links with home.

To them 'PUNCH' pays his weekly call, cheers them with his wholesome humour, keeps them *au fait* with the brighter side of life in the old country, and brings brightness to their own.

An Advertiser writes:

"The results from abroad (i. e., India, China, etc.) are better than those from the local papers there, advertising in which we have discontinued in your favor."

You—if you would seek the patronage of Britons at home or scattered far the wide world over—can choose no better medium to reach them than "PUNCH," with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard Street
London, Eng.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Gao. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 22, 1918

The Salesmen Past Fifty

One of the conspicuous benefits flowing out of the war is the chance it has given unsuccessful and discouraged "old" men and ne'er-do-wells to come back. And many of them are coming back with flying colors.

That old men can be depended on to take the place of drafted men and to assume some of the terrific burdens that the war has thrown on the business world, is easing the troubles of many an executive. The man beyond fifty (it is hardly fair to call him old) is qualified to fill in the ranks in sales and advertising positions, just as he has been found fitted for all kinds of other work from which in the past there was a ten-

dency to bar him. Should you doubt this read that article by L. L. Newton, appearing on page 17 in this issue.

Sales managers have all sorts of rules for selecting representatives. Some want inexperienced young men. Some are not particular as to the age of the applicant as long as he has sold their particular line. Others again prefer to engage men who know nothing about their special product. They want salesmen to come into their business with a fresh viewpoint.

Many of these rules, however, are arbitrary. One notably successful sales manager says that he has an elaborate set of rules for hiring salesmen, but the real fun of his job is in making exceptions to these rules. The strange part of it all, he declares, is that the stars of his force are the men in whose favor an exception was made. He claims that a high-power salesman can often be picked up from the ranks of the down-and-outers. In picking men, he discounts their past, and depends on his sympathetic management to make them successful in the present.

Salesmanship has long been regarded as a young man's job, but it is a fact nevertheless that many thousands in the cream of the profession are men whose locks are gray. The salesman past fifty has his faults, but so have younger men.

In selling, age brings its compensations just as it does in other ways. When a man passes the half-century mark he no longer has any illusions about life. He has abandoned most of the unattainable ambitions of his youth. That he must make the best of things has become his philosophy of life. He is glad to have any chance to make good, and is no longer so impatient of restrictions as he was when younger.

If the elderly salesman doesn't allow himself to get into the reminiscent stage, buyers will respect the wisdom of his years. If he has passed through life with observing eyes and with an open

mind, he has garnered a wealth of knowledge that should be of incalculable value to his customers.

If the salesman past fifty keeps himself neat, his years will give him an entree to many an office that would be barred to younger men. If he remains kindly, he will make friends easily, as no one is quite so lovable as the old person who possesses social grace.

Of course the sales manager must guard against the shortcomings of the gray-haired salesman. He is likely to have a certain rigidity of mind that might militate against his success. He may be intolerant of "new-fangled ideas." Since it is hard to teach an old dog new tricks, he might not, for instance, see the benefit of advertising. Being set in his ways, he may not be amenable to discipline. He must be taught to look after his health most scrupulously. Traveling is trying on elderly men. If an old man isn't well, he is petulant and sourly intolerant of modern whims.

But these faults can all be overcome. Mr. Newton tells us how. The principal thing is to let the man past fifty indulge his harmless eccentricities, but to be firm in making him eradicate any habits in his work that may interfere with his success as a salesman.

Window Display Education

A publisher of a trade-paper informs us that one of the subjects in which his subscribers are most interested is window displays. Several times he has sent out a questionnaire, sounding the sentiment of his readers as to the kind of editorial matter they preferred, and on each occasion "window displays" stood among the most popular themes.

Here is a hunch for the manufacturer who is always wondering what sort of copy he shall put in his business paper advertisements. Subjects in which there is strong editorial interest make good advertising copy. If retailers like to find information

about windows in the editorial columns they will be just as interested when they find it in the advertising pages.

It is easy to understand why the retail merchant is anxious to get window ideas, especially at this time when he is trying to get a serve-the-war touch into them. Keeping his windows properly decorated is one of the banes of his life. He may be neglectful about many things pertaining to his business, but if he has any pride at all, he cannot afford to neglect his windows. They are exposed to public view. If his exhibits in them are noticeably inferior to those of his competitors, it humiliates him, to say the least.

To keep ahead of the fellow across the street or next door, the average dealer wishes to do more than merely "dress" his window. He wants to get into the display an element of freshness, of novelty and of surprise. He won't be able to do this for long unless he can constantly draw on some reliable source for new suggestions. He will appreciate ideas wherever they come from, but trade-paper advertising is one of the best ways to pass them on to him.

This is not an entirely new idea for trade copy. It has been used for years, but in such a limited way that there is still plenty of room for its employment. Quite a few houses in their trade advertising merely remind the retailer not to forget to make a window display of their products. This is the most elemental use of the idea, but it does some good, because even the most casual suggestion is bound to be heeded by a few readers.

Hart Schaffner & Marx are always publishing in their trade advertisements photographs of the kinds of stores and windows their live dealers have. It is a most subtle invitation for the reader to go and do likewise. Retailers get a lot of inspiration out of these pictures.

Several manufacturers merely illustrate their trade advertising with a picture of a dealer's win-

dow, but say nothing about it in the copy. This, of course, has some suggestive value and no doubt helps to make the dealer think about his windows.

The Plymouth Cordage Company has conducted quite a campaign of window education. It shows a photograph of a rope display in its business paper advertisements and follows this up with copy that urges the importance of making such exhibits. The reader is asked to write for a book, which details and illustrates several similar displays.

The E. M. Trimble Mfg. Co. shows a picture of a Kiddie-Koop at the top of its furniture journal advertisements, with the invitation to the merchant to "Try This in Your Window." A capital idea! This copy will reach many retailers just as they are worrying about their windows. The suggestion will solve their problem.

The United States Rubber Company has been encouraging the dealer to link his windows to the national advertising for Keds. In its trade paper copy, it gives the merchant a visual suggestion as to how he can make attractive displays. The Dubbelbilt Boys' Clothes Company does the same thing.

A plan that has been worked with a good deal of success is to conduct a window display contest and then to publish gradually in business paper advertisements all of the good exhibits submitted. The Scholl Mfg. Company is doing something of the kind at present.

The best part of this plan to use trade copy for window education is that the manufacturer need never run out of fresh ideas. New plans for displaying his goods are continually being developed by some of his dealers. All he has to do is to make arrangements to get photographs of them and a description of how they are made. Here is a permanent source of business paper copy and of the kind that will be of immense practical value to the trade.

Advertising to Justify Service

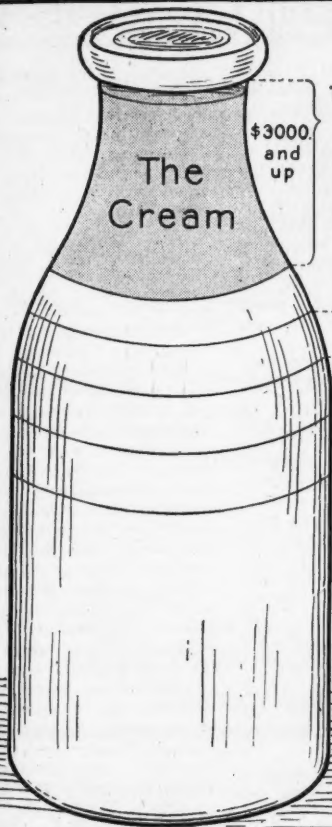
The war has cast a cloud of suspicion on service. The one thing that many of our Governmental officials do not seem to be able to understand about business is the service phase of it. Certain sections of the public also have an entirely erroneous conception as to the place that service occupies in modern commerce.

Many seem to think that service is all folderol. They imagine that it is something entirely superfluous attached to a product to enable the seller to get a larger price than the thing is intrinsically worth. To them, service promises much but delivers little.

An article appearing elsewhere in this issue points out why these notions about service are wrong. Service is not a thing apart from business. It is a vital part of it. In many cases it is *the* business.

Many manufacturers are not organized to sell a product, but to give a definite service. The product is nothing more than the instrumentality through which the service is rendered. Discontinue the service which these organizations are giving and the business would cease. All the finer things that business is to-day accomplishing are due to the development of the service idea.

Where manufacturers find that their service is misunderstood, they would do well to explain it to the public. As **PRINTERS' INK** has frequently declared, people are unappreciative of what they do not understand. People do not know how excellently they are being served. As the megaphone orator calls attention to the points of interest in the passing scenery to those in a sight-seeing bus, the manufacturer occasionally finds it necessary to tell the public what pains he takes and the expense he goes to, to serve it fully. During recent months this note has frequently crept into advertising copy. In those lines where there is a need for such explanatory advertising, who can say that it doesn't make a most effective war-time appeal?



This cream represents
all the buyers of
Automobiles
Good Furniture
Electrical Mdse.
Motor Trucks
Office Equipment
Industrial Building
Musical Instruments
of Quality.
Residences

—\$1024.

—\$800.

—\$600.

—\$400.

Figures compiled from United States Government Statistics by the Bankers Trust Company of New York indicate that there are only 429,199 families in the United States with family incomes of \$3,000 and over. Therefore, The Quality Group suggests that a sure and economical way to reach *The Cream* of the purchasing power of the United States is through

The Quality Group

ATLANTIC MONTHLY
CENTURY MAGAZINE
HARPER'S MAGAZINE



REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
WORLD'S WORK

The Little Schoolmaster's Classroom

SOMETIMES it seems to those who are enthusiastic about the power of the letter as an advertising medium and a creator of goodwill that the time is almost at hand when practically everybody will appreciate the potentiality of the letter and act accordingly. But just about the time that this conclusion is reached incidents will pop up which indicate that many business men are as far off as ever from an understanding of what letters may or may not do.

It is said that a prominent Philadelphian traveling through Russia recently met the son of another prominent American and went to particular trouble to bring back with him to the parent a number of fond messages from the son. He went further and, at some inconvenience, brought back in his baggage a gift from the boy. Arriving at an Atlantic port he promptly forwarded the gift and the messages to the doting father with an explanation. This is what he received from the prominent American's secretary, or perhaps from his office boy:

"Dear Sir: Your favor of the —inst. received. Mr. — wishes me to thank you for the communication."

At just about the same time a large Eastern printing concern received from a new customer a letter of cordial appreciation for the quick service given on a rush job. The printing concern said: "It is so difficult to give good service at the present time and so unusual to receive any acknowledgment of it that we are writing to thank you. If we can be of any other service to you at any time, it will give us much pleasure to do so."

* * *

Is it, indeed, so unusual to receive a word of commendation for work well done, for superior service? Oh, what a field there is for those keen business men who

are resolved that their correspondence day in and day out shall be 99.44 per cent efficient. The average is still so low that any man or business that makes a sincere and determined effort can easily stand head and shoulders above the crowd.

* * *

A wholesale grocer tells the Schoolmaster that the most unfortunate thing about the introduction of substitutes for wheat flour was the fact that American housewives, generally speaking, didn't understand how to use the substitutes to advantage. Grocers told of many cases where their customers took the substitutes because they had to, but placed the packages on their shelves or else used this supposed wheat-saving material as food for hogs or chickens. "A thing that rather alarmed us," he said, "was the immediate dropping off in sales of baking powder. We guessed that while housewives knew all about the use of baking powder in making things of wheat flour they were somewhat at sea as to how to use baking powder with new bread-making products. We took this matter up with the Royal Baking Powder people, and they sent out a vast amount of educational material. The result was that in a little while the baking powder sales went back to normal."

* * *

This same wholesaler gave an interesting account of how the job of one of his salesmen was being filled. The man had been called into military service, and had come around to discuss the situation. Said the wholesaler: "Your wife had some experience in a grocery store before you married her. Have you thought that she might take care of your work while you are gone? Is there any reason why she couldn't do that? She would certainly worry less

"Electrotypes—Quick?"

Then it's "**Rapid Service**" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.

The Hollenden Cleveland

WHEN IN CLEVELAND, the place to stay is at The Hollenden. Its location is central—right in the heart of shopping, business and theatrical districts and easily accessible to all terminals of travel.

The excellence of its cuisine, service and accommodations is unchallenged.

**European plan, with bath,
\$2.00 and upwards.**

CLASS

For class, trade & technical advertisers

Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year

417 South Dearborn St., Chicago

Sample Copy on Request

J.M.CAMPBELL

It may take me one, two or three months to work out an Advertising Plan for you. The plan may cost you one, two or three thousand dollars. What does that matter if you get The IDEA you are looking for?

Investigations, Plans and Copy for Advertisements

171 MADISON AVE., NEW YORK
Telephone Murray Hill 4394

Copywriter Layout Man

There is an excellent opening in a big New York mercantile house for a capable, energetic young man with some experience in making layouts and writing copy. Experience in direct selling by mail desirable but not necessary.

The position offers an attractive future as well as present opportunity.

Give full details as to age, education, experience, etc. Address

"L. F.," Box 184
Care Printers' Ink

if she had something like this to occupy her mind and energies."

The salesman replied that he hadn't given that plan any thought but it impressed him favorably. He wanted to talk the matter over with Mrs. Salesman. Monday morning she came in with her husband—"a pleasant, red-headed, energetic little woman," as the wholesaler described her. "I don't know much about Charlie's job, but I like the idea and I can learn."

There were just two days left before the man of the household had to leave for camp, but they decided that they would spend those two days together calling on the trade. The wholesaler got up a letter to the grocers, telling them that Mrs. Salesman was going to look after her husband's business while he was in Uncle Sam's service.

That was several weeks ago. "She comes in every morning now like a breeze," continued the wholesaler, chuckling as if he enjoyed his part in the play. "She digs up information from everybody around the office and from all our other salesmen, and then she puts in the day as busy as a bee. And, by cracky, if she hasn't turned in more business right along than her husband ever did."

"It solves a problem for us, for when her husband comes back—if he does—he can take up his duties again and she will go back to housekeeping."

EINSON LITHO INC.
SPECIALIZING IN WINDOW
DISPLAY ADVERTISING

Complete Trims, Cut
Outs, Panel back
grounds, Display
cards, Hangers,
Streamers, Counter
Cards, Car Cards.

327 E. 29th St.
Tel. Murray Hill 5040
New York

Send for
Portfolio
of Photographs

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O INC
INDOW
/INC,

Send for
Portfolio
Photograph

It is a principle of nature as old as the hills that to make people want something you must make it difficult of attainment. That is why the coy maiden flees from the lover, hoping he will pursue and overtake her; and it is why a book which is suppressed by the authorities promptly enjoys popularity. There are Broadway restaurants which would languish in obscurity had not some genius invented a *couvert* charge—an admission fee of a dollar or two.

Shrewd national advertisers are learning to capitalize this trait in human nature in connection with

SALESMAN WANTED

Man of broad experience and strong personality who has achieved real results and has proven ability to meet big men on a basis of equality—ready to tackle a big job where energy and initiative are required.

Our business is outside the advertising field, but experience in selling and preparing advertising will prove of direct value.

Remuneration on a contingent basis commensurate with exceptional ability.

In replying give definite information, (without names) of one or more large contracts you have closed. Address G. G. N., 15th floor, 185 Madison Ave., New York City.

DIRECT ADVERTISING

Intelligently planned and systematically mailed in advance of salesmen, gets attention, wins interest, secures inquiries, sells goods.

REDUCES SELLING COST

Forceful Follow-up literature offsets the cost of inquiries by turning more of them into orders. Our personal attention to planning and writing, plus merchandising experience, will make your advertising successful. We prepare copy of every kind. May we show you what we can do for you?

No obligation.

**Allen-Byrnes Company, Marquette Bldg.
Chicago**

A SALES
AND ADVERTISING MANAGER
OF FIFTEEN YEARS' EXPERIENCE
IS DESIROUS OF MAKING ANOTHER
CONNECTION OFFERING GREATER POS-
SIBILITIES.

Am now and have been for past four years sales manager of the largest specialty machine concern in its field in the world. Am giving satisfactory results, but want a bigger opportunity. The indorsement of the president of a prior connection reads: "He is a man who can and will grow larger; who can carefully choose the units of a national sales organization that will move irresistibly forward; who whips into line the laggards, both by the strength of his personality and his ability to project that personality into inspiring letters. These things, coupled with his ability to conceive and put through, to a successful conclusion, a direct advertising campaign, that goes hand in glove with the work of his field organization, spell satisfactory results for all concerned. We would not let him get away from us if we could tell how soon we would get under way, after rebuilding our plant, recently destroyed by fire. If you are looking for an indefatigable worker, one who gets results by setting the pace for others to follow, you've found him." A personal interview should assist you in determining whether I am the man you and your organization need. When will it be convenient to you for me to call? Address Box R. K. 183, care of PRINTERS' INK.

A D V E R T I S E
WHERE YOUR GOODS ARE SOLD
We are Builders of SIGNS and IDEAS for Store Display
B & B SIGN CO. INC. - 341-347 FIFTH AVE. N.Y.

For sound business counsel TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. 100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations

BOOKLETS

That you can feel a just
pride in circulating

SERVICE that is a reality
Want a chance to prove it?

CHARLES FRANCIS
PRESS

461 Eighth Ave., New York

CATALOGS



copy men &
advertising
managers
the
Howell Cuts
will interest you

write for proofs - right now!
303 Fifth Avenue - New York

More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.
A. B. C. Members.

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York. Chicago
Indianapolis

their dealer-helps. The Schoolmaster heard the other day of one such advertiser who had purchased a very large quantity of handsome signs for his retailers to tack over their doorways. The signs cost \$5 each, and he therefore did not feel like scattering them broadcast. So he described the signs in a circular and announced that one would be sent free of charge on request.

Imagine his disappointment when only a handful of retailers out of several thousand showed any interest whatever in the offer. Apparently they didn't even want something for nothing. The signs—cases and cases of them—were locked away in a storeroom and the advertiser sat nursing his wounded feelings.

Then a new advertising manager was employed. He found those stored-away \$5 signs, scratched his head, and then dictated a letter to the trade. He announced those signs, described them as something quite new, and made a special ten-day offer to sell those signs at \$1 each, explaining clearly that the house was sacrificing \$2 on every sale.

The Schoolmaster feels sure that he does not need to tell his intelligent class of the result. In a very short time the entire lot was gone, and the advertising manager who had put it over?—Oh, he went home and told his wife about it, and she admired him. Which is credit enough for any reasonable man.

Local Merchants Pay Tribute to The Los Angeles Evening Herald

During July there were 153 Local Display advertisers who used the Los Angeles Evening Herald and did not the Express. Of these, 110 used the Herald exclusively in the afternoon field.

This is a mark of real distinction and one that has been attained by actual test for result-getting qualities.

The Los Angeles Evening Herald GETS RESULTS

Circulation 137,707 daily

The Blackman-Ross Company
needs another
High-Grade Copy Man

The war has made an unexpected opening in our Copy Department.

The position calls for a trained advertising writer with experience on high-class work.

He must be familiar with the workings of an advertising agency and able to see the details of a campaign through from start to finish.

This is an exceptional opening for a man measuring up to the standard of work for which this agency is known. The position must be filled immediately.

Arrangements for a personal interview *must be made in writing*. State age, experience, lines of copy handled and salary expected.

BLACKMAN-ROSS COMPANY

Advertising Agents

95 Madison Avenue New York City

Classified Advertisements

HELP WANTED

COPY—A writer who is familiar with seed, fruit and implement copy and campaigns, can make a satisfactory connection with an established agency. Tell us about yourself in first letter; if we want samples we will ask for them. Box 635, Printers' Ink.

Sales Correspondent wanted by young and growing organization featuring popular-priced specialties. Must be experienced in personal and mail sales. State age, salary wanted and qualifications in detail. Strictly confidential. Box 648, care of Printers' Ink.

ARTIST

New York advertising agency requires artist with originality and vision. Bulk of work pen and ink, but must know something of wash and lettering. An excellent opportunity to head our Art Department. Box 654, Printers' Ink.

Wanted—Young Woman Assistant Make-up

A leading weekly technical paper wants a young woman to act as assistant make-up in its advertising department. Must be accurate, rapid and have had experience in handling engravings, art work and copy. Box 637, care Printers' Ink.

Salesman Wanted

See Special Advertisement on Page 119, this issue.

CIRCULATION MANAGER WANTED by publisher of class journals located in the South. Present circulation in good shape, maintained by agents on salary and commission basis. The right man can build up from present basis, largely increase direct by mail subscriptions, renewals, etc., and will be paid according to results he produces. Address: Box 647, Printers' Ink.

Can you fill the position of Instructor in Typography and Business Studies in a technical school of printing? Practical and executive experience in the printing business, good typographic taste, a knowledge of estimating and cost finding, and an aptitude for teaching young men are among the requisites. Cover the proposition thoroughly in your first letter, including salary desired. Position must be filled by September 15th. Box 634, care of Printers' Ink.

ADVERTISING SALESMAN WANTED I can offer to an experienced advertising man who knows how to sell advertising on a monthly publication, a commission position on one of my papers that is permanent and steady and will pay from \$100 to \$300 weekly to a good man. The work is of a special nature in different towns throughout the country, with from two weeks to two months in each town. Tell me about yourself in confidence. Wm. B. Curtis, 117 East 24th St., New York City.

Wanted—Assistant Office Manager by New York Advertising Agency. Must be draft exempt and possess general knowledge of newspaper and magazine rates together with some experience in handling printed matter. Splendid opportunity for right man. Address in confidence, Box 646, Printers' Ink.

MISCELLANEOUS

Owner called away. Must sell money-making Newspaper and Job Business Small Tennessee city. Easy terms. Russell Harrison, Journal and Tribune, Knoxville, Tenn.

PAUL THE POET

Sometimes a stupid, foolish man, Will knock Paul's poems if he can, He knows not how, poor silly gink, To write like Paul, care Printers' Ink.

FOR SALE

Multi-color press, slightly used, cost \$500.00 new.

UNBREAKABLE MIRROR COMPANY
Hackettstown, N. J.

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

Ph. Morton
OCEAN TO OCEAN
CINCINNATI

SINGLE-UNIT ADVERTISING SLIDES cost less, weigh less, a real improvement in advertising slides. Sample on request. Address: NEOSHO SLIDE COMPANY, Neosho, Mo.

MIEHLE PRESSES—Owing to change in equipment, will dispose of one No. 5/0 Special, 46x68, with Dexter Automatic Pile Feeder, one No. 4/0, 46x62, with Cross Continuous Automatic Feeder. Each equipped with individual motor. Presses may be seen in daily operation. Write today. J. W. Clement Co., Buffalo, N. Y.

Electros 1c

A Square Inch—Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$100. No order too large or too small.

GENERAL PLATE CO. CHICAGO, ILL.

POSITIONS WANTED

FORCEFUL COPY WRITER

Ten years with national advertising, foremost technical publications and general agency. Address: Box 644, care of Printers' Ink.

SOLICITOR—Experienced, resourceful worker, large acquaintance in New York City and Eastern territory, offers services on general or trade publication draft exempt. Box 651, P. I.

Manager in
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University trained man, 26, exempt, now conducting own personal service advertising agency, seeks position of advertising manager or general assistant, to concentrate his abilities. Highest advertising, journalistic, literary references. Initial salary, \$3,000. Address: Box 1589, Los Angeles, Cal.

Advertising Promotion Man

who can produce convincing, business-getting letters and literature, plan and carry out campaigns and take entire charge of promotion work. Trade-paper experience; now employed. Age 30; Class 4A. Vicinity of New York. Box 653, care of Printers' Ink.

A capable young married man desires to get in touch with the Adv. Mgr. of a manufacturing or selling organization who is in need of an assistant. Southern connection preferred. Write me as much about your organization as you expect me to write you about myself. No salary less than \$40 a week considered. Address: Box 636, care Printers' Ink.

AGENCY MAN

Thoroughly experienced; would like to make connection with active advertising agency. Unquestionable references. Address: Box 633, care of Printers' Ink.

EMPLOYMENT MANAGER

qualified by temperament, judgment and business experience to organize and conduct an employment department on a modern scientific basis, desires position with progressive firm wishing to reduce labor turnover and promote welfare work. 18 years' business experience, including advertising. Highest credentials. College graduate, Christian. Box 643, care of Printers' Ink.

Poster Designer

Not a mere artist, but a man of ideas, education and experience in poster publicity; one who can deliver that message for you in simplicity of color, design and copy; desires to connect with a firm in New York City who can use a high-class man and is willing to pay.

"D.D.," Box 638, care of Printers' Ink.

DIRECT MAIL: Devote a small percentage of your total publication advertising allowance to putting the returns from that large expenditure into hands trained to get maximum results from trade and consumer through publication advertising and independent mail work—college graduate, married, 10 years' experience, now handling dealer and consumer sales promotion for nationally advertised product of million dollar concern. A harder job wanted. Box 641, P. I.

Copy and Layout Man (good sketch artist and letterer); prepared booklets, folders, house organs on wide range technical and general subjects; fast producer; New York man; familiar with type, printing, engraving; will be draft completed. Address: Box 650, care of Printers' Ink.

STATISTICIAN

Seeks connection with an advertising agency or other firm wishing to organize an efficient statistical department. Now employed, am sighing to sell more service for my salary. Best reference; draft exempt; thorough technical training and executive ability. Box 642, P. I.

ADVERTISING MANAGER, with agency, department store, newspaper and mail order experience, wants New England opening at \$2500. "Has exceptional judgment and ability in planning, preparing and carrying out advertising campaigns. Writes wonderfully good copy which brings results." Mention No. 10,142. No charge to employers. FERNALD'S EXCHANGE, INC., Third National Bank Bldg., Springfield, Mass.

Immediately Available!

Educated man with printing and editorial experience who can handle cuts and type, and create copy and layouts that sell the goods. Will start with moderate salary to gain more advertising training. Out of town position acceptable. Age 28; deferred draft class. Box 639, c/o P. I.

Relief for Some Busy Publisher

Young man (32) with thorough knowledge in all branches of printing, coupled with ten years trade-paper experience (executive) in advertising and editorial, can be secured about October 1 as right-hand man to some book or trade-paper publisher who seeks a *real* assistant. Is an American, of good address and married. Box No. 652, care Printers' Ink.

I WANT YOUR JOB!

If your job is big, but it's keeping you from more important work—give me your job. I want to start where hard work, ability, energy, ideas and ambition have an opportunity to work into a permanent, money-making business. American, age 34, married. Salary \$4,000. Box 640, care of Printers' Ink.

A Bigger Job— Chicago Preferred

Have developed Automobile Display Advertising on present paper until it leads its field in America in this class of business and has for several years. Nearly 900,000 lines during 1917 without Sunday edition. Six years with same paper. Now want position with special representative in Chicago, Chicago newspaper or as advertising manager of newspaper in city of 100,000 or more. University graduate; age 30; married; class four in draft. Box 649, Printers' Ink.

AT YOUR SERVICE

Widely experienced advertising man, now engaged in planning and building direct advertising campaigns for \$16,000,000-a-year concern, would consider similar work, by mail, for one other advertiser who really believes that good letters, booklets, folders, etc., are not simply paper, pictures and ink. Address: Box 645, care of Printers' Ink.

CLASS

For class, trade & technical advertisers

Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year

417 South Dearborn St., Chicago

Sample Copy on Request

J.M.CAMPBELL

It may take me one, two or three months to work out an Advertising Plan for you. The plan may cost you one, two or three thousand dollars. What does that matter if you get THE IDEA you are looking for?

Investigation, Plan and Copy for Advertisers

171 MADISON AVE., NEW YORK
Telephone Murray Hill 4394

Copywriter Layout Man

There is an excellent opening in a big New York mercantile house for a capable, energetic young man with some experience in making layouts and writing copy. Experience in direct selling by mail desirable but not necessary.

The position offers an attractive future as well as present opportunity.

Give full details as to age, education, experience, etc. Address

"L. F.," Box 184
Care Printers' Ink

if she had something like this to occupy her mind and energies."

The salesman replied that he hadn't given that plan any thought but it impressed him favorably. He wanted to talk the matter over with Mrs. Salesman. Monday morning she came in with her husband—"a pleasant, red-headed, energetic little woman," as the wholesaler described her. "I don't know much about Charlie's job, but I like the idea and I can learn."

There were just two days left before the man of the household had to leave for camp, but they decided that they would spend those two days together calling on the trade. The wholesaler got up a letter to the grocers, telling them that Mrs. Salesman was going to look after her husband's business while he was in Uncle Sam's service.

That was several weeks ago. "She comes in every morning now like a breeze," continued the wholesaler, chuckling as if he enjoyed his part in the play. "She digs up information from everybody around the office and from all our other salesmen, and then she puts in the day as busy as a bee. And, by cracky, if she hasn't turned in more business right along than her husband ever did."

"It solves a problem for us, for when her husband comes back—if he does—he can take up his duties again and she will go back to housekeeping."

EINSON LITHO INC

**SPECIALIZING IN WINDOW
DISPLAY ADVERTISING**

Complete Trims, Cut
Outs, Panel Back
grounds, Display
Cards, Hangers,
Streamers, Counter
Cards, Car Cards.

327 E. 20th St.
Tel. Murray Hill 5040
New York

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It is a principle of nature as old as the hills that to make people want something you must make it difficult of attainment. That is why the coy maiden flees from the lover, hoping he will pursue and overtake her; and it is why a book which is suppressed by the authorities promptly enjoys popularity. There are Broadway restaurants which would languish in obscurity had not some genius invented a *covert* charge—an admission fee of a dollar or two.

Shrewd national advertisers are learning to capitalize this trait in human nature in connection with

SALESMAN WANTED

Man of broad experience and strong personality who has achieved real results and has proven ability to meet big men on a basis of equality—ready to tackle a big job where energy and initiative are required.

Our business is outside the advertising field, but experience in selling and preparing advertising will prove of direct value.

Remuneration on a contingent basis commensurate with exceptional ability.

In replying give definite information (without names) of one or more large contracts you have closed. Address G. G. N., 15th floor, 185 Madison Ave., New York City.

DIRECT ADVERTISING

Intelligently planned and systematically mailed in advance of salesmen, gets attention, wins interest, secures inquiries, sells goods.

REDUCES SELLING COST

Forceful Follow-up Literature effects the sale of inquiries by turning more of them into orders. Our personal attention to planning and writing, plus outstanding experience, will make your advertising successful. We guarantee every inquiry. May we show you what we can do for you?

No obligation.

Allen-Byrnes Company, Marquette Bldg.
Chicago

A SALES
AND ADVERTISING MANAGER
OF FIFTEEN YEARS' EXPERIENCE
IS DESIROUS OF MAKING ANOTHER
CONNECTION OFFERING GREATER POS-
SIBILITIES.

Am now and have been for past four years sales manager of the largest specialty machine concern in its field in the world. Am giving satisfactory results, but want a bigger opportunity. The indorsement of the president of a prior connection reads: "He is a man who can and will grow larger; who can carefully choose the units of a national sales organization that will move irresistibly forward; who whips into line the laggards, both by the strength of his personality and his ability to project that personality into inspiring letters. These things, coupled with his ability to conceive and put through, to a successful conclusion, a direct advertising campaign, that goes hand in glove with the work of his field organization, spell satisfactory results for all concerned. We would not let him get away from us if we could tell how soon we would get under way, after rebuilding our plant, recently destroyed by fire. If you are looking for an indefatigable worker, one who gets results by setting the pace for others to follow, you've found him." A personal interview should assist you in determining whether I am the man you and your organization need. When will it be convenient to you for me to call? Address Box R. K. 183, care of PRINTERS' INK.

A D V E R T I S E
WHERE YOUR GOODS ARE SOLD
We are Builders of SIGNS and IDEAS for Store Display
B & B SIGN CO. INC. - 341-347 FIFTH AVE. N.Y.

For sound business counsel TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. 100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:
RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

BOOKLETS

That you can feel a just
pride in circulating

SERVICE that is a reality
Want a chance to prove it?

CHARLES FRANCIS
PRESS
461 Eighth Ave., New York

CATALOGS



copy men &
advertising
managers
the
Howell Cuts
will interest you

write for proofs - right now!
303 Fifth Avenue, New York

More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.
A. B. C. Members.

MERCHANTS TRADE
JOURNAL, Inc.
Des Moines, New York. Chicago
Indianapolis

their dealer-helps. The Schoolmaster heard the other day of one such advertiser who had purchased a very large quantity of handsome signs for his retailers to tack over their doorways. The signs cost \$5 each, and he therefore did not feel like scattering them broadcast. So he described the signs in a circular and announced that one would be sent free of charge on request.

Imagine his disappointment when only a handful of retailers out of several thousand showed any interest whatever in the offer. Apparently they didn't even want something for nothing. The signs—cases and cases of them—were locked away in a storeroom and the advertiser sat nursing his wounded feelings.

Then a new advertising manager was employed. He found those stored-away \$5 signs, scratched his head, and then dictated a letter to the trade. He announced those signs, described them as something quite new, and made a special ten-day offer to sell those signs at \$3 each, explaining clearly that the house was sacrificing \$2 on every sale.

The Schoolmaster feels sure that he does not need to tell his intelligent class of the result. In a very short time the entire lot was gone, and the advertising manager who had put it over?—Oh, he went home and told his wife about it, and she admired him. Which is credit enough for any reasonable man.

Local Merchants Pay Tribute to The Los Angeles Evening Herald

During July there were 153 Local Display advertisers who used the Los Angeles Evening Herald and did not the Express. Of these, 110 used the Herald exclusively in the afternoon field.

This is a mark of real distinction and one that has been attained by actual test for result-getting qualities.

The Los Angeles Evening Herald GETS RESULTS

Circulation 137,707 daily

The Blackman-Ross Company
needs another
High-Grade Copy Man

The war has made an unexpected opening in our Copy Department.

The position calls for a trained advertising writer with experience on high-class work.

He must be familiar with the workings of an advertising agency and able to see the details of a campaign through from start to finish.

This is an exceptional opening for a man measuring up to the standard of work for which this agency is known. The position must be filled immediately.

Arrangements for a personal interview *must be made in writing*. State age, experience, lines of copy handled and salary expected.

BLACKMAN-ROSS COMPANY

Advertising Agents

95 Madison Avenue New York City

Classified Advertisements

HELP WANTED

COPY—A writer who is familiar with seed, fruit and implement copy and campaigns, can make a satisfactory connection with an established agency. Tell us about yourself in first letter; if we want samples we will ask for them. Box 635, Printers' Ink.

Sales Correspondent wanted by young and growing organization featuring popular-priced specialties. Must be experienced in personal and mail sales. State age, salary wanted and qualifications in detail. Strictly confidential. Box 648, care of Printers' Ink.

ARTIST

New York advertising agency requires artist with originality and vision. Bulk of work pen and ink, but must know something of wash and lettering. An excellent opportunity to head our Art Department. Box 654, Printers' Ink.

Wanted—Young Woman Assistant Make-up

A leading weekly technical paper wants a young woman to act as assistant make-up in its advertising department. Must be accurate, rapid and have had experience in handling engravings, art work and copy. Box 637, care Printers' Ink.

Salesman Wanted

See Special Advertisement on Page 119, this issue.

CIRCULATION MANAGER WANTED by publisher of class journals located in the South. Present circulation in good shape, maintained by agents on salary and commission basis. The right man can build up from present basis, largely increase direct by mail subscriptions, renewals, etc., and will be paid according to results he produces. Address: Box 647, Printers' Ink.

Can you fill the position of Instructor in Typography and Business Studies in a technical school of printing? Practical and executive experience in the printing business, good typographic taste, a knowledge of estimating and cost finding, and an aptitude for teaching young men are among the requisites. Cover the proposition thoroughly in your first letter, including salary desired. Position must be filled by September 15th. Box 634, care of Printers' Ink.

ADVERTISING SALESMAN WANTED I can offer to an experienced advertising man who knows how to sell advertising on a monthly publication, a commission position on one of my papers that is permanent and steady and will pay from \$100 to \$300 weekly to a good man. The work is of a special nature in different towns throughout the country, with from two weeks to two months in each town. Tell me about yourself in confidence. Wm. B. Curtis, 117 East 24th St., New York City.

Wanted—Assistant Office Manager by New York Advertising Agency. Must be draft exempt and possess general knowledge of newspaper and magazine rates together with some experience in handling printed matter. Splendid opportunity for right man. Address in confidence, Box 646, Printers' Ink.

MISCELLANEOUS

Owner called away. Must sell money-making Newspaper and Job Business. Small Tennessee city. Easy terms. Russell Harrison, Journal and Tribune, Knoxville, Tenn.

PAUL THE POET

Sometimes a stupid, foolish man,
Will knock Paul's poems if he can.
He knows not how, poor silly gink,
To write like Paul, care Printers' Ink.

FOR SALE

Multi-color press, slightly used, cost \$500.00 new.

UNBREAKABLE MIRROR COMPANY
Hackettstown, N. J.

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The Open Door to the Hardware Stores of the World. Write for sample, 253 Broadway, New York City.

Ph. Morton
OCEAN TO OCEAN
CINCINNATI

SINGLE-UNIT ADVERTISING SLIDES cost less, weigh less, a real improvement in advertising slides. Sample on request. Address: NEOSHO SLIDE COMPANY, Neosho, Mo.

MIEHLE PRESSES—Owing to change in equipment, will dispose of one No. 5/0 Special, 46x68, with Dexter Automatic Pile Feeder, one No. 4/0, 46x62, with Cross Continuous Automatic Feeder. Each equipped with individual motor. Presses may be seen in daily operation. Write today. J. W. Clement Co., Buffalo, N. Y.

Electros 1c

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No order too large or too small

GENERAL PLATE CO. TERRE HAUTE INDIANA

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University trained man, 26, exempt, now conducting own personal service advertising agency, seeks position of advertising manager or general assistant, to concentrate his abilities. Highest advertising, journalistic, literary references. Initial salary, \$3,000. Address: Box 1589, Los Angeles, Cal.

Advertising Promotion Man

who can produce convincing, business-getting letters and literature, plan and carry out campaigns and take entire charge of promotion work. Trade-paper experience; now employed. Age 30; Class 4-A. Vicinity of New York. Box 653, care of Printers' Ink.

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Copy and Layout Man (good sketch artist and letterer); prepared booklets, folders, house organs on wide range technical and general subjects; fast producer; New York man; familiar with type, printing, engraving; will be draft exempted. Address: Box 650, care of Printers' Ink.

STATISTICIAN

Seeks connection with an advertising agency or other firm wishing to organize an efficient statistical department. Now employed, am sighing to sell more service for my salary. Best reference; draft exempt; thorough technical training and executive ability. Box 642, P. I.

ADVERTISING MANAGER, with agency, department store, newspaper and mail order experience, wants New England opening at \$2500. "Has exceptional judgment and ability in planning, preparing and carrying out advertising campaigns. Writes wonderfully good copy which brings results." Mention No. 10,142. No charge to employers. FERNALD'S EXCHANGE, INC., Third National Bank Bldg., Springfield, Mass.

Immediately Available!

Educated man with printing and editorial experience who can handle cuts and type, and create copy and layouts that sell the goods. Will start with moderate salary to gain more advertising training. Out of town position acceptable. Age 28; deferred draft class. Box 639, c/o P. I.

Relief for Some Busy Publisher

Young man (32) with thorough knowledge in all branches of printing, coupled with ten years trade-paper experience (executive) in advertising and editorial, can be secured about October 1 as right-hand man to some book or trade-paper publisher who seeks a *real* assistant. Is an American, of good address and married. Box No. 652, care Printers' Ink.

I WANT YOUR JOB!

If your job is big, but it's keeping you from more important work—give me your job. I want to start where hard work, ability, energy, ideas and ambition have an opportunity to work into a permanent, money-making business. American, age 34, married. Salary \$4,000. Box 640, care of Printers' Ink.

A Bigger Job— Chicago Preferred

Have developed Automobile Display Advertising on present paper until it leads its field in America in this class of business and has for several years. Nearly 900,000 lines during 1917 without Sunday edition. Six years with same paper. Now want position with special representative in Chicago, Chicago newspaper or as advertising manager of newspaper in city of 100,000 or more. University graduate; age 30; married; class four in draft. Box 649, Printers' Ink.



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Widely experienced advertising man, now engaged in planning and building direct advertising campaigns for \$16,000,000-a-year concern, would consider similar work, by mail, for one other advertiser who really believes that good letters, booklets, folders, etc., are not simply paper, pictures and ink. Address: Box 645, care of Printers' Ink

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we have the
largest staff
of *recognized*
Poster Experts
backed by the
facilities and
equipment to
enable you to
get the utmost
efficiency out
of the Poster
Medium  

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

Supremacy Recognized

Marshall Field & Company, the world's greatest department store, during the first six months of 1918, placed in The Chicago Daily Tribune (Sunday excluded) 11,995 more lines of advertising than in the next Chicago newspaper (an evening newspaper).

The average net paid circulation of The Chicago Daily Tribune during July, 1918, was 417,805, which was 46,972 more than the circulation of the next Chicago daily paper (a different evening newspaper from the one noted above).

*The Chicago Tribune is supreme
in both quantity and quality.*

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)

Write for the BOOK OF FACTS